

4.4 Collecting Information

Pre-campaign information is often needed to provide *baseline* data for comparison later.

Use this table to organize all the pre-campaign information collection methods list in the Evaluation Planning Table (Worksheet 4.3)

Pre-Campaign

Source	Method	Resources
Community members	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
ICT Platform	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Sponsor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Steward's notes	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

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Pre-campaign information is often needed to obtain feedback from community members and to make changes during the campaign. This is particularly important if the campaign is not proceeding as expected.

Use this table to organize all the mid-campaign information collection methods list in the Evaluation Planning Table (Worksheet 4.3)

Mid-Campaign

Source	Method	Resources
Community members	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
ICT Platform	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Sponsor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Steward's notes	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

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Post-campaign information is needed to obtain feedback from community members to evaluate the outcome in relation to the campaign goal. This is particularly important for providing feedback to the community and sponsor about the results of the campaign. It also provides evidence to assist with decisions about next steps.

Use this table to organize all the pre-campaign information collection methods list in the Evaluation Planning Table (Worksheet 4.3)

Post-Campaign

Source	Method	Resources
Community members	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
ICT Platform	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Sponsor	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Steward's notes	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

Reference: Gow, G., Jayathilake, C., Hambly Odame, H., Dissanayeke, U., McMahon, R., Jayasinghe-Mudalige, U. K., & Waidyanatha, N. (2018). An Introduction to Technology Stewardship for Agricultural Communities of Practice: Course Workbook (2nd edition). Available at: <https://doi.org/10.7939/R3QV3CK28>