

Online appendix C: List of key experts interviewed

Name	Title and Affiliation	Date of Interview
Bonnie Shepard	Founder, Bonnie Shepard Consulting	August 19, 2015
Eileen Quinn	Director of Communications and Advocacy, PATH	August 20, 2015
Chris Stalker	Manager, Monitoring Evaluation & Learning, Campaigns & Advocacy, Oxfam America	August 24, 2015
Julia Coffman	Founder and Director, Center for Evaluation Innovation	August 25, 2015
Tanya Beer	Associate Director, Center for Evaluation Innovation	August 27, 2015
Kristy Kade	Interim Deputy Director, Policy and Advocacy, PATH	September 2, 2015
Steve Tibbett	Advocacy Strategy Consultant, The Advocacy Hub	September 3, 2015
Jeremy Smith	Director, Advocacy International, Ltd.	September 10, 2015
Gabrielle Watson	Independent Evaluation Consultant	September 11, 2015
Gavin Stedman-Bryce	Founder and Director, Pamoja	September 15, 2015
Rhonda Schlangen	Independent Consultant	September 29, 2015
Jim Coe	Independent Consultant	September 30, 2015
Erin Fletcher	Post-doctoral Research Fellow, Harvard Kennedy School of Government	October 13, 2015
Maliha Khan	Sr Director, Measurement Learning and Results, Girl Hub	