

PLAN AN ADVOCACY CAMPAIGN

NEGOTIATING & INFLUENCING

THIS TOOL WILL HELP YOU TO:

- ★ target your decision makers and audience
 - ★ develop key messages strategically
 - ★ pick the best people and method for delivering your message.
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HOW TO:

What kinds of questions do you need to ask to form a great advocacy strategy?

The Democracy Centre recommends nine questions to plan advocacy campaigns. You can develop each element of your strategy by answering the following questions:

- 1 What do we want? (goals)
- 2 Who can give it to us? (audiences)
- 3 What do they need to hear? (messages)
- 4 Who do they need to hear it from? (messengers)
- 5 How do we get them to hear it? (delivery)
- 6 What have we got? (resources, strengths)
- 7 What do we need to develop? (challenges, gaps)
- 8 How do we begin? (first steps)
- 9 How will we know it's working or not working? (evaluation)



BRING IT TO A MAKE CHANGE HAPPEN MEETING

Report back

Describe the process of using this tool on your project. What insights did you gain? What changes will you make to your project as a result? Did you have any difficulties your Make Change Happen group could advise on? What tips on the tool do you have for your Make Change Happen group?

Practice run

Choose an issue to Plan an Advocacy Campaign for. It's best to use your project. However, an alternative issue could be 'How will we convince the chair of this Make Change Happen meeting to sing bar bar black sheep?'. You'll need a whiteboard or large piece of butchers paper. Follow the steps and capture any insights generated.

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WHAT DO DECISION MAKERS AND AUDIENCES NEED TO HEAR?

COMBINE THIS TOOL WITH:

Set S.M.A.R.T. Objectives
Prepare for Media Interviews
Harness Your Strengths with S.O.A.R.
Know Your Audience

NOTES

Adapted from: The Democracy Centre, via The Change Agency (Creative Commons).