

Formulating an Advocacy Plan Worksheet

This worksheet provides key questions and tips to consider for initial brainstorming in formulating the minimum components of an advocacy plan.

Overall Goal: What is the ultimate change we want to see?

Tip: Think about a change that will likely require the efforts of many people and more than a year or two to achieve.

Objectives: What changes will we aim to make through our advocacy, in order to contribute to reaching the overall goal?

Tip: Think about smaller or more short-term changes that could be a step in the direction of the overall goal.

Advocacy targets: Who has power to contribute to the changes we want to see? Who should we aim to influence?

Tip: Key advocacy targets will often be people you do not have direct access to or regular contact with.

Key message(s): What compelling ideas do we want to communicate? What do we want our advocacy targets to know and believe?

Tip: It's often most effective to focus on just 1-3 key messages.

Activities: What actions will we take to communicate our key messages and influence our advocacy targets?

Tip: Activities could include campaigning on social media, conducting research to generate evidence, developing a policy brief, publishing a newspaper article.

Opportunities: What key events might be good opportunities to share our key messages and make contact with our advocacy targets?

Tip: Opportunities could include policy and strategy consultation meetings; technical working group meetings. VIP visits and events with media presence—both one time or regularly occurring events.

Human and financial resources: What human and financial resources do we have, either individually or collectively with partners, in order to implement our advocacy activities?

Tip: Start small with whatever resources you have; don't let lack of resources stop you from getting started!

Monitoring and evaluation: How will we know if our advocacy efforts are working? How will we measure change?

Tip: Often indicators will be more qualitative than quantitative in nature, such as noting changes in the language used by policy makers or their willingness to engage in discussion on the topic of concern.