



Advocacy Strategy Planning

What is a Plan?

Planning is decision making about future activities.

Mission or purpose statement

A strategic vision for future

Operating philosophy

Key elements of a plan:

- ✓ Goal
- ✓ Strategies
- ✓ Action steps
- ✓ Performance indicators



Planning Hierarchy



Level 1: broadest level of planning which sets strategic direction for 3 – 5 years

Level 2: regional or provincial planning (within central office)

Level 3: operational focused planning. Also called business or operational plan

Level 4: (individual) refers to personal performance

Dynamic Planning Model

Five recurring steps:

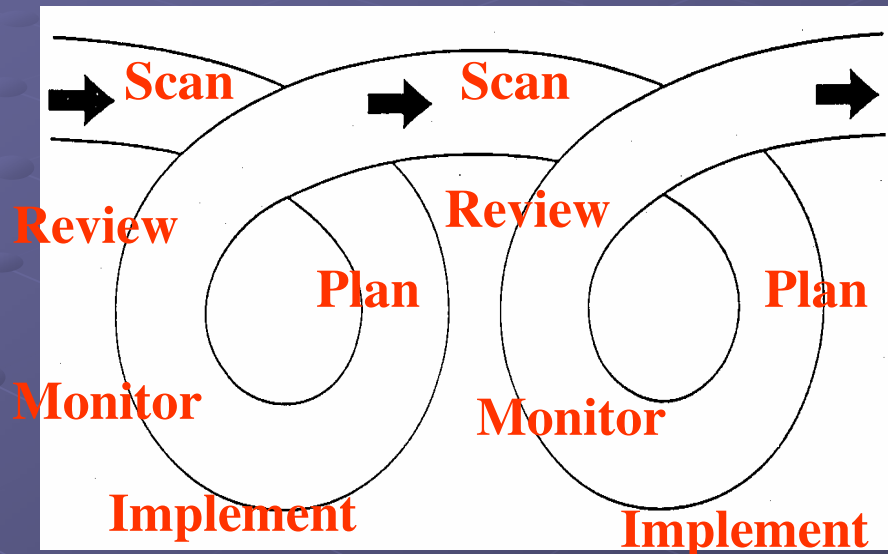
Scanning to identify trends

Planning to develop an agreed strategic direction

Implementing by allocating resources, developing structures and procedures

Monitoring regularly in achieving stated goals

Reviewing at the end of each set period



One year



What is Advocacy Strategy?

An advocacy strategy is a combination of approaches, techniques and messages by which the planner seeks to achieve the advocacy goals and objectives.



Advocacy Strategic Planning Model

