
ORGANISATIONAL ASSESSMENT FOR ADVOCACY

■ **AIM:**

- ❑ To help you see the strengths that your organization, community group, or coalition has for advocacy and reduce any weakness.
 - ❑ Be aware of the weakness and develop ways of reducing them
 - ❑ Have a realistic expectation of your advocacy work
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Organization Analysis

- What is your identify and what are you here for? (Vision, mission, values, identity)
 - How are you organized and how do you plan? (Strategy)
 - How and why do we relate to others (Structure, systems team, coalitions and networks)
 - What skills do we have? (staffing)
 - What resources do we have? (Resources)
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What is our advocacy Capacities, based on the above organizational analysis?

Vision, values, mission	Critical comments
Clear mission, and purpose	
Understand how advocacy links with our core values	
Strategy for Advocacy action	
Commitment to building capacity of others to speak for themselves	

Internal Systems and Structures

System for ongoing Monitoring and evaluation	
Clear idea of who you represent and how you represent them	
Participation by all stakeholders in advocacy work	
Clear line of communication between the <u>organization and those you represent</u>	

Skills, experience and understanding

Understanding of policy making and power relations	
Skills in research and access to good information	
Skills in community mobilisation and awareness raising	
Skills in lobbying	

External Links

Access to grassroots groups	
Relationship with other local/international NGO's	
Access to established advocacy networks	
Access to/relationship with policy makers	

SWOT/BEEM ANALYSIS

- SWOT/BEEM Analysis is a simple way of looking in more details at your strengths and weaknesses, and considering how to build on your strengths and eliminate your weakness.
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SWOT/BEEM ANALYSIS

STRENGTHS	How to build on them
WEAKNESSES	How to Eliminate them
OPPORTUNITIES	How to Exploit them
THREATS	How to Minimise them

ACTION

- Once you have been able to analyze yourself as an organization, the next step is to put your advocacy strategy into action through:
 - ❑ Deciding your position
 - ❑ Networking
 - ❑ Lobbying
 - ❑ Education and raising awareness
 - ❑ Mobilising
 - ❑ Working with Media
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