MATRIX FOR ADVOCACY STRATEGY DEVELOPMENT

Objectives Proposed long-term solutions to the problem. Should be SMART (Specific; Measurable; Achievable & Realistic; and Time-bound).	Targets The primary targets (with power to change policies) and secondary targets	Messages What kind of message should be running throughout your communication with each target (develop some slogans to capture the core message)	Tactics/tools What tactics are required to achieve the objectives (E.g. media campaigns, research, involvement in budget processes, organisational capacity building, etc)	Activities For each tactic/tool, outline the activities involved	Timing Time frame for each activity	Indicators Indicators of progress (for activities) and for impact (refer to the objective)	Resources Resources required for effective and efficient completion of each activity	Responsibility Who is responsible for carrying out each activity?
Objective 1								
Objective 2								
Objective 3								