

Administration for Development
Organizations (ADO)
12-13th November 2009

*STEPS IN
THE
ADVOCACY*

DEFINE THE ISSUE

- Advocacy begin with an issue, or a problem that needs to be supported on in order to promote a policy change.
 - Includes: analysis of the policy environment
 - » Organizing issue identification, meetings etc
 - » Collecting and analyzing data about the issue

SET GOALS AND OBJECTIVES

- A goal is a general statement of what the organization/network hopes to achieve. It includes:
 - The small steps that will need to be considered before the policy becomes actual

IDENTIFY TARGET AUDIENCE

- The primary audience includes the decision makers who have authority to bring about the desired policy change
- The secondary audience includes persons who have access to and are able to influence the primary audience (*media, religious leaders, other key influential people*)

BUILD SUPPORT

- Building a constituency to support the advocacy issue is critical for success. This could be done through:
 - Building networks
 - Donors
 - Professional groups
 - Women's groups
 - Activists (etc)

DEVELOP THE MESSAGE

- Advocacy messages are developed and tailored to specific audience in order to frame the issue and persuade the receiver to support the network's position.
- Questions to ask:
 - Who are you trying to reach with the message?
 - What do you want to achieve with the message?
 - What do you want the recipient of the message to do?

SELECT CHANNELS OF COMMUNICATION

- Selection of the most appropriate medium for advocacy messages depends on the target audience.
- What would be the channel of communication for:
 - Media?
 - Like-minded organizations?
 - Decision makers?
 - General public?

RAISE FUNDS

- Advocacy campaigns can benefit from outside funds and other resources. Resources could be used for:
 - Development and dissemination of materials
 - Meetings with decision makers
 - Communication expenses (etc)

It is important to develop a fundraising strategy at the outset of the campaign to identify potential donors

IMPLEMENTATION PLAN

- At the on-set of the advocacy campaign, it is important to develop an implementation plan.
- The plan should identify activities and tasks, responsible persons, time frame and needed resources

DATA COLLECTION

- In order to be able to develop advocacy objectives, it is important to collect data, analyze it and ensure it is solid enough to help influence policy makers

MONITOR AND EVALUATE

- Monitoring and Evaluation occur throughout the advocacy process. Before undertaking an advocacy campaign, it is important to determine how the implementation plan will be monitored, and to think of the realistic changes expected.

ADVOCACY CAMPAIGN

- Think of an advocacy campaign
 - Questions to Ponder:
 - Issue
 - Target Audience
 - Objective
 - Goal
 - Mode of Communication
 - Measure of Success