

Basics of Advocacy

Advocacy and lobby

Advocacy strategies

Steps of the advocacy strategy

- Identifying the Issue and defining goal + objectives
- Stakeholder analysis
- Developing key messages
- Action planning



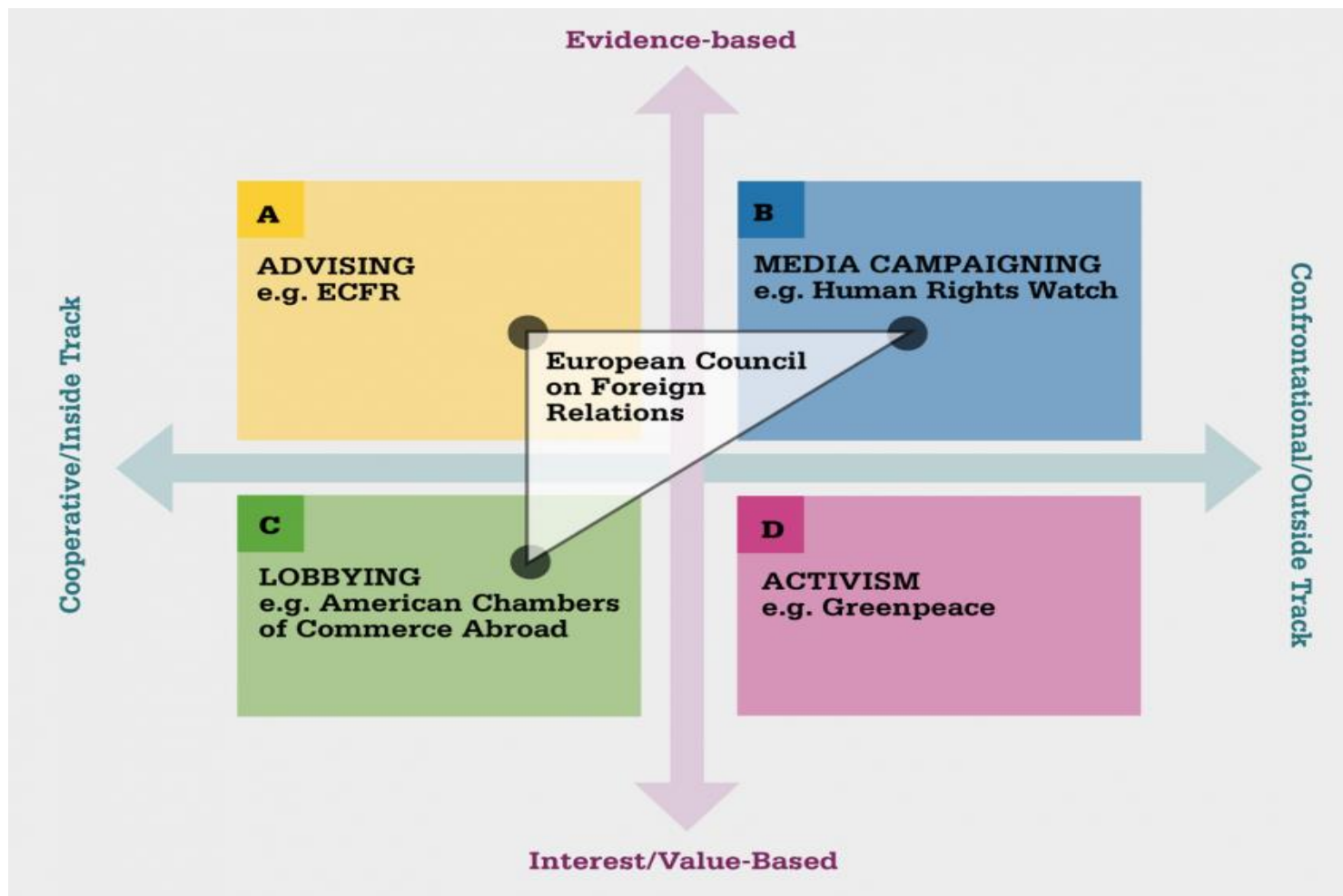
Basics of Advocacy

Advocacy = targeted actions directed at decision makers in support of a specific policy issue

Lobby = any attempt to influence specific legislation



Advocacy	Lobby
Targeted actions directed at decision makers in support of a specific policy issue	Any attempt to influence specific legislation
With a policy goal or target in mind	Targeting specific legislation
Causing political action through civil education and public campaigns to influence decision-makers	Influencing government
Strategic	Tactical
All lobbying is advocacy	All advocacy is not lobbying!



Advocacy Strategies

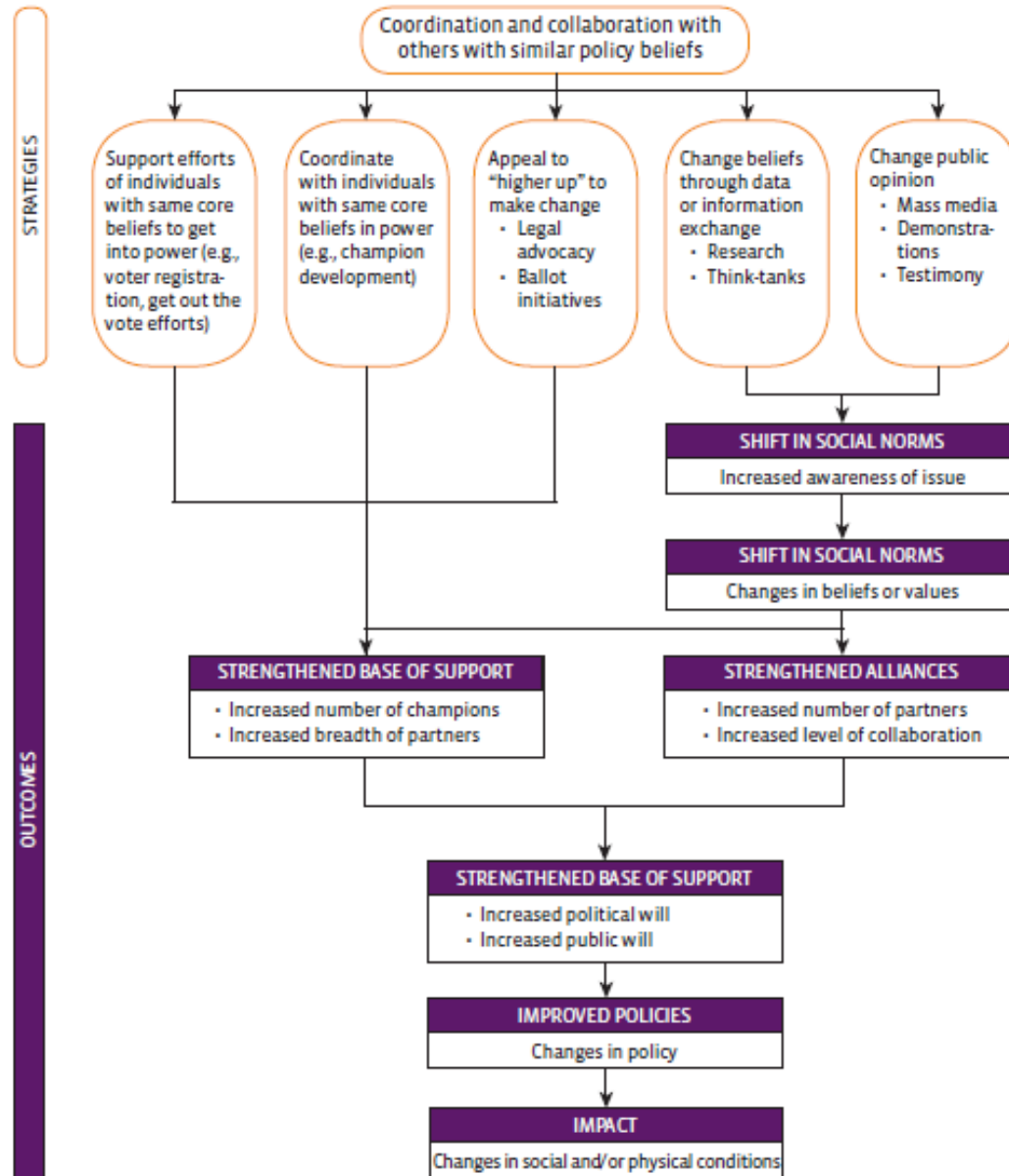
Three Theories to inform Advocacy and Policy Change efforts:

- Coalition
- Power Politics
- Grassroots or Community Organization

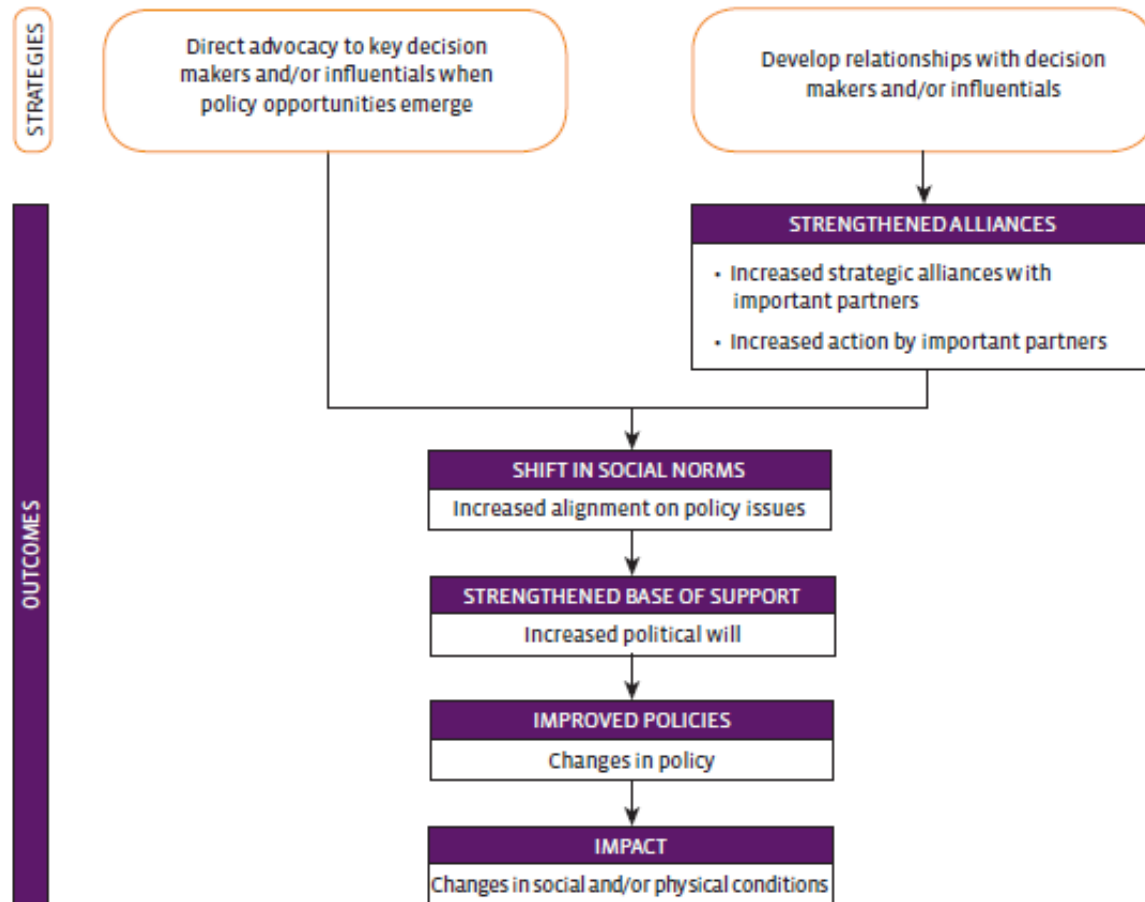
For all 10 Pathways for Change see: http://orsimpact.com/wp-content/uploads/2013/11/Center_Pathways_FINAL.pdf

And www.evaluationinnovation.org

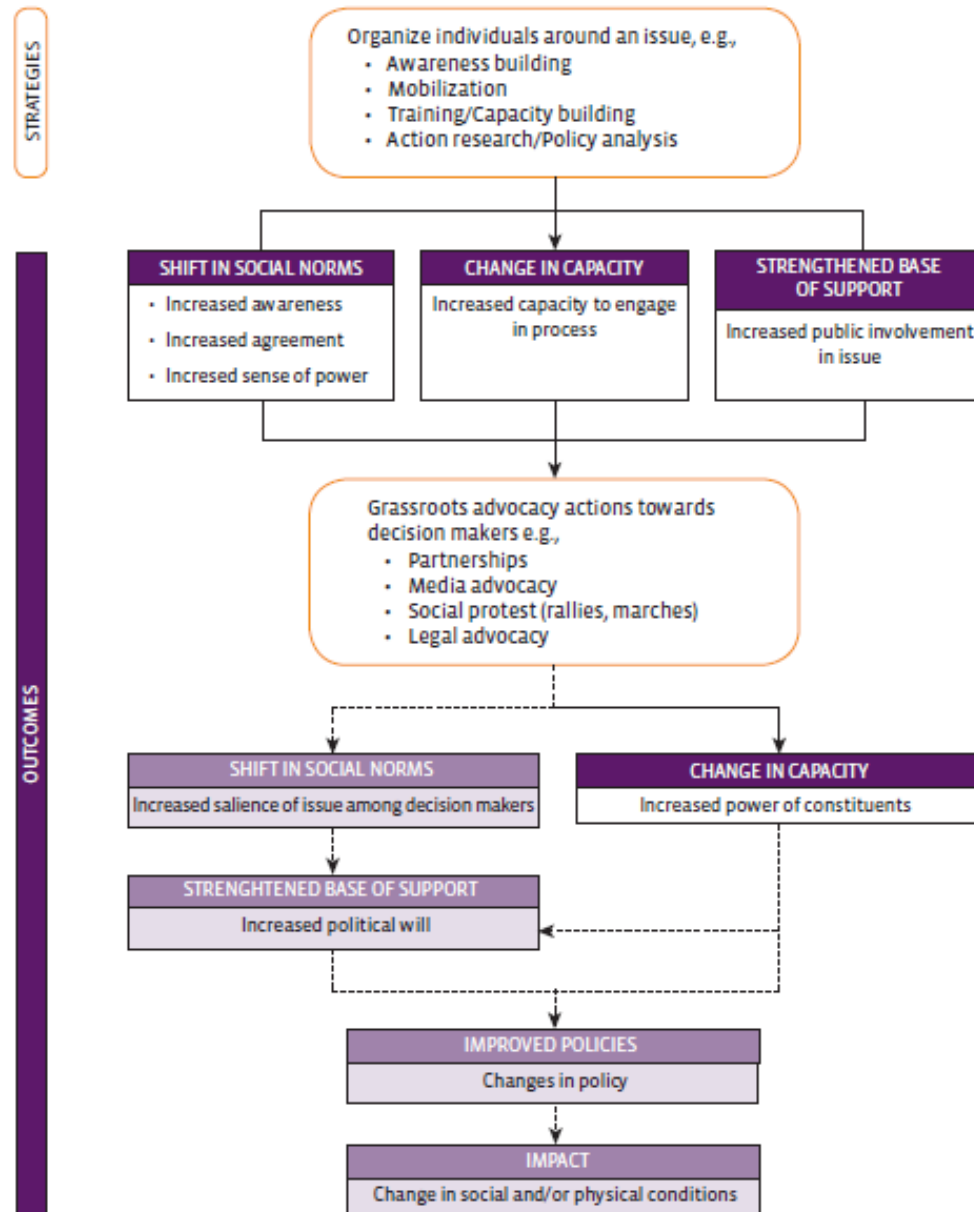
“COALITION” Theory of Change



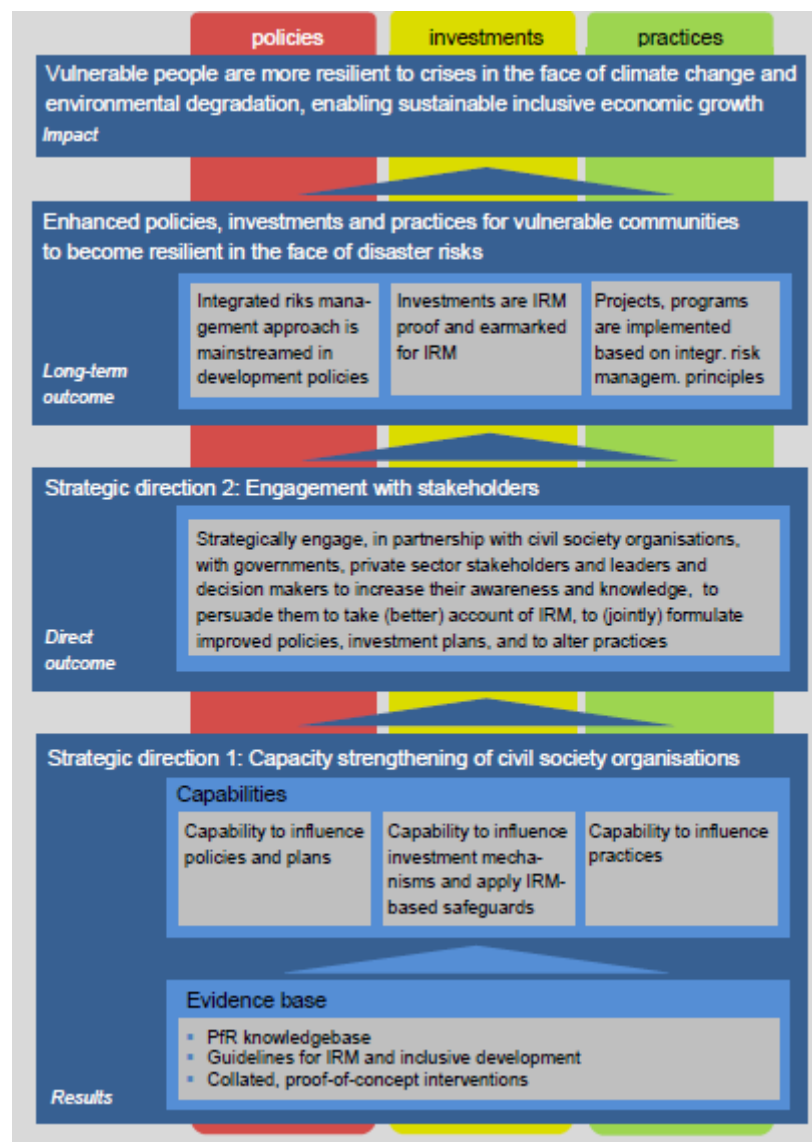
“POWER POLITICS” Theory of Change



“GRASSROOTS” Theory of Change



PfR Theory of Change



What about your PfR Experience?

- Which strategy do you recognize for your own work?
- What are advantages and disadvantages of such a strategy?
- What are the implications of working together with other civil society organisations?

Steps of the advocacy strategy

Issue

Goal and objective

Target audience

Building support

Advocacy planning

Message development

Channels of communication

Fundraising

Implementation

Importance of data collection

Importance of monitoring and evaluation

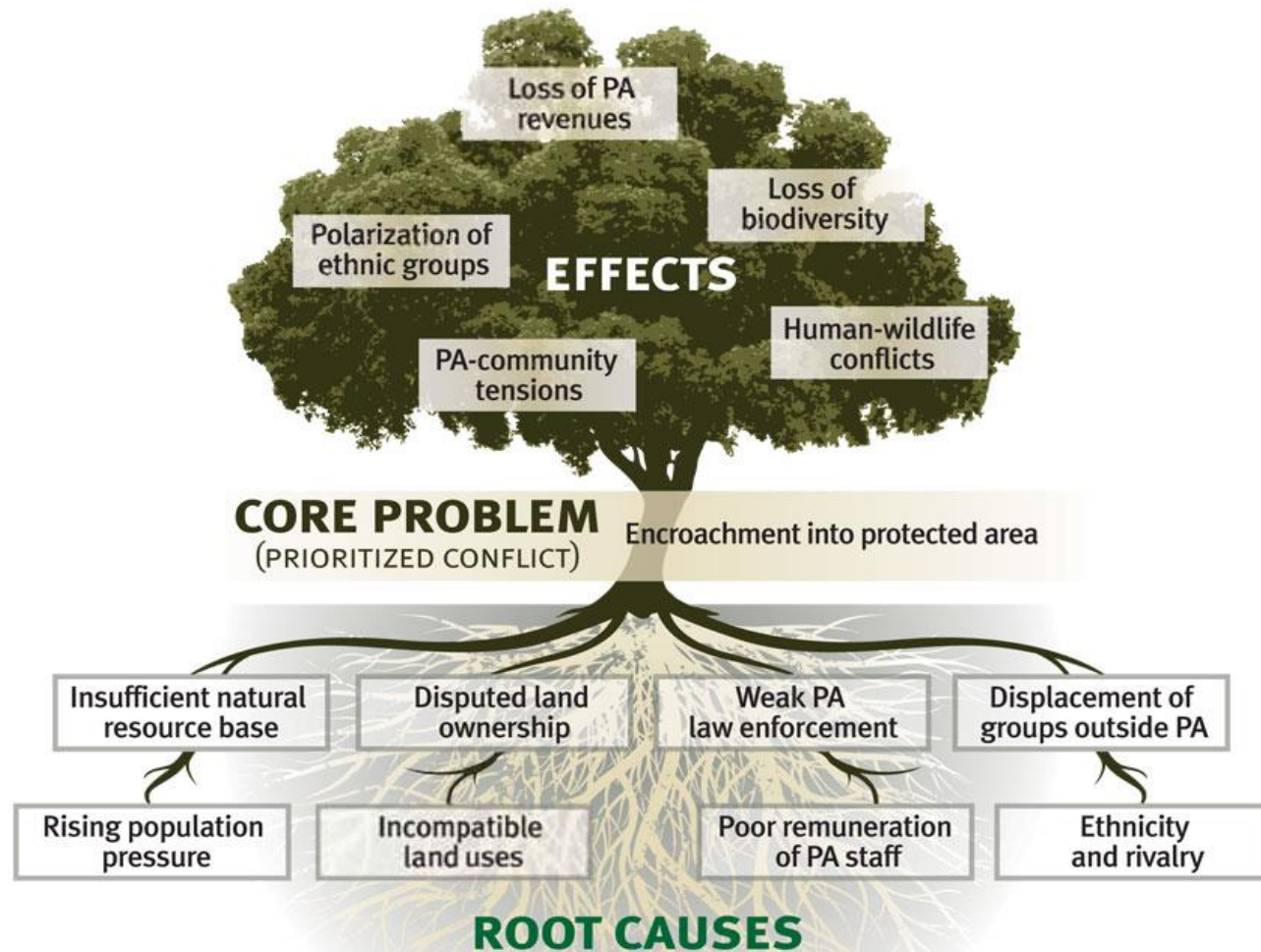
Identifying the Issue

Problem tree analysis helps to find solutions by mapping out the anatomy of cause and effect around an issue

This is very useful in planning:

- Where a policy change can help to address cause or consequence, or create a solution**
- What goals and objectives are that we can agree on**
- Which advocacy strategy can help to influence the issue**

Problem tree



Stakeholder analysis

Stakeholder analysis allows to identify the stakeholders you should target with advocacy activities in order to create the change you want to see with regard to the issue

This is very useful in determining:

- Who the stakeholders are**
- What their interests are**
- What their capacity is to oppose or advocate for the proposed reform**
- What their influence is with other groups**
- How to deal with them**

Power analysis



In-depth stakeholder mapping

Key stakeholders	Awareness of Issue	Current position on issue	Stakeholders key interest	Key influencers having influence over stakeholder	Possible connections to the stakeholder

Developing key messages

What are key messages?

Key messages explain your work in simple, plain language that spurs interest in your work

The should be:

- Concise**
- Easy to understand**
- Focused**
- Relevant**
- Non-judgemental, non-offensive**

Advocacy planning

Advocacy strategy

+ issue

+ stakeholders

+ key messages

-> move to action

Action plan format

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