Advocacy Process

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- Issue
- Goal and Objectives
- Target Audience
- Building Support
- Message Development
- Channels of Communication
- Leveraging Resources
- Implementation

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*Adapted from the Midwest Academy. 1996. *Organizing for Social Change: A Manual for Activitists in the 1990s.* Santa Ana, CA: Seven Locks Press.

Checklist for Choosing an Issue

A good policy advocacy issue is one that matches most of these criteria. Rank your priority issues against the criteria (HIGH, MEDIUM, LOW)

Issue #1	Issue #2	Issue #3	CRITERIA Will the issue….
			1. Be widely felt (by many people)?
			2. Have broad based support?
			3. Be supported by data?
			4. Be easily understood?
			5. Result in real improvement in people's lives?
			6. Be achievable?
			7. Help build alliances with other groups?
			8. Build grassroots leadership & rally volunteer support?
			9. Have a clear timeframe?
			10. Be consistent with the network's values and mission?

High – Always or almost always meets the criterion.
Medium – Often meets the criterion.
Low – Rarely or never meets the criterion.

CRITERIA FOR SETTING OBJECTIVES:

S – Specific
M – Measurable
A – Achievable
R – Realistic
T – Time-bound

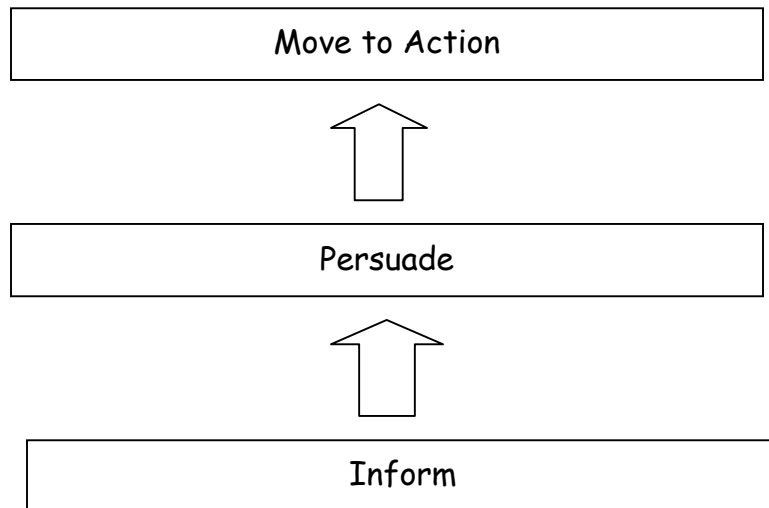Checklist for Selecting an Advocacy Objective:

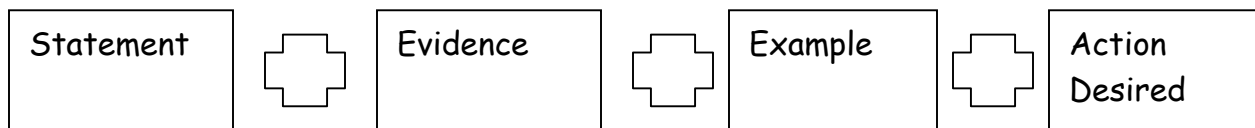| Criteria	Objective 1	Objective 2
1. Do qualitative or quantitative data exist to show that the objective will improve the situation?		
2. Is the objective achievable? Even with opposition?		
3. Will the objective gain the support of many people? Do people care about the objective deeply enough to take action?		
4. Will you be able to raise money or other resources to support your work on the objective?		
5. Can you clearly identify the target decision makers? What are their names or positions?		
6. Is the objective easy to understand?		
7. Does the advocacy objective have a clear time frame that is realistic?		
8. Do you have the necessary alliances with key individuals or organizations to reach your advocacy objective? How will the objective help build alliances with other NGOs, leaders, or stakeholders?		
9. Will working on the advocacy objective provide people with opportunities to learn about and become involved with the decision-making process?		

MESSAGING

Advocacy Communication Model

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│             Move to Action                │
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                    ⬆
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│                Persuade                   │
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│                 Inform                    │
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The One-Minute Message

Statement	➕	Evidence	➕	Example	➕	Action Desired

MESSAGE DEVELOPMENT WORKSHEET

Target Audience	
Action you want the audience to take	
Message Content	
Format(s)	
Messengers	
Time and Place for Delivery	

Primary and Secondary Audience Analysis Form

Primary Audience. The individuals and/or body with decision-making authority (re: advocacy objective)	Level of Knowledge about the Issue (rank 1-5) 1 low; 5 high	Level of Previous Support Demonstrated 1 low; 5 high	Level of Previous Opposition Demonstrated 1 low; 5 high	Undecided or Position Unknown	Potential Benefits to Audience Related to the Issue
Secondary Audience. The individuals and/or bodies that can influence the primary audience.					

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Advocacy Implementation Plan

PRIORITY AREA:			

Advocacy Objective:			

ACTIVITY	RESOURCES NEEDED	RESPONSIBLE PERSON(S)	TIMEFRAME

Please use SMART objectives:

S – specific

M – measurable

A – achievable

R – realistic

T – time-bound

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