

FOUNDATIONAL PRINCIPLES AND KEY COMPONENTS OF DEVELOPING ADVOCACY STRATEGIES

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OUTLINE

Introduction

Advocacy strategy explained

Foundational principles of advocacy strategies

Key components of advocacy strategies

Advocacy strategies

Group Work 2

Introduction

Strategy is the pattern of activities to be followed by an organization in pursuit of its long-term purpose'.

In simple terms:

- Where we are now?- Identifying the problems
- Where do we want to go?- objectives
- How do we intend to get there?.

Introduction Cont'd

Advocates need first to understand the usual rules and procedures a country uses to make funding, programme and policy decisions.



Effective advocacy therefore requires research to map out the policy terrain, the principal actors, the political relations and the interests at stake.

Advocacy strategy explained

Your advocacy strategy is essentially:

- What the advocacy will be like,
- where and how it will work,
- and how its results will be measured

Foundational principles of advocacy strategy

Vision- have an end goal

Framing- identify a problem, find solutions, and define your specific objectives for the advocacy

Power- tenacity, zeal, passion

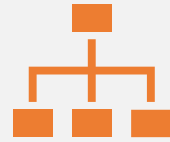
Foundational principles of advocacy strategy

Leadership- charismatic leadership with high emotional intelligence

Timing- identifying window of opportunity and leveraging on it.

Adaptability/ Flexibility- an existing plan that is able to adapt to a new window of opportunity

Foundational principles of advocacy strategy



Structure-



Pressure-unrelenting, able to apply pressure

Key components of developing advocacy strategies

To begin;

Identifying the
problems and the
policy issues

Defining the advocacy
goal- (know the
difference between
goal and objective)

Consulting and
building relationships

Establishing credibility
as an advocate

Key components of developing advocacy strategies

Identifying	Identifying existing policies, laws and regulations
Identifying	Identifying target audiences
Identifying	Identifying allies and opponents
Identifying	Identifying key messages

Key components
of developing
advocacy
strategies

Have

Have a plan of action- mapping actions to take to achieve results

Make

Make a budget and identify resources

Select

Select the advocacy approach or strategy

Advocacy strategies



Using charismatic advocacy champions



Advocacy and awareness events – public hearings, conferences, seminars, peaceful demonstrations, policy dialogues



Using the media

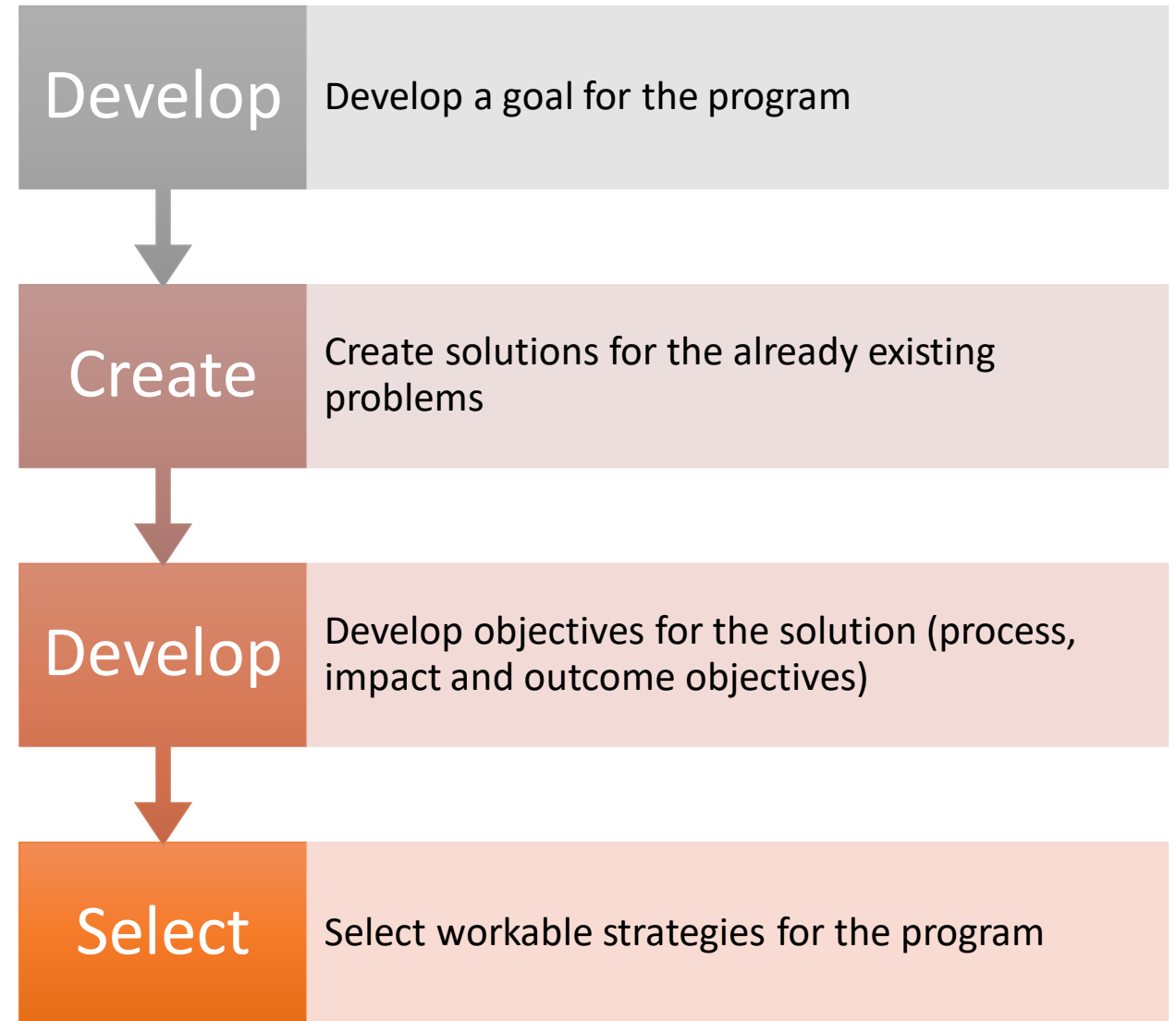


Employing tactics and negotiation



Building partnerships and coalitions

GROUP WORK 2



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