



ADVOCACY

ORGANISATIONAL DEVELOPMENT INSTRUMENTS

ADVOCACY PLAN

Please consider the steps below in order to start your advocacy plan:

IDENTIFY THE PROBLEM AND SET THE SOLUTION:

What is the overall biggest issue of the organisation`s beneficiaries?

(e.g. participation of young people in public life)

Think about the issue, write problems connected to the overall issue and try to determine for each problem the cause(s), effect(s) and, most important, possible solutions:

Problem	Cause	Effect	Solution

Questions to verify the information above:

1. Is the problem real? Can it be backed-up by concrete evidence (Statistics, literature review, etc.)? Are the causes and effects correctly identified? (Try to get feedback from other persons from the organisation or from stakeholders)
2. Is the solution realistic? Is the solution achievable?
3. Will decision-makers endorse/ support the solution?

Choose the problem/ solution that answer YES to all questions above and set a realistic and comprehensive goal for the advocacy intervention (for instance getting the solution into a public policy at local level):

IDENTIFY MAIN STAKEHOLDERS:

	Stakeholder 1 (e.g. Ministry)	Stakeholder 2 (e.g. Community leader)	Stakeholder 3 (e.g. Political party)	Stakeholder 4 (e.g. Local authority)
Stakeholder name				
What is the stakeholder's interest in the problem/solution? (low, medium, high)				
What is the stakeholder's influence over the problem/solution? (low, medium, high)				
What is the stakeholder's importance in engaging the problem/solution? (low, medium, high)				

Adapted from: https://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf

Which of the stakeholders have the highest interest, influence and importance?

Which of the stakeholders can help in an advocacy intervention?

Which of the stakeholders listed above can oppose your advocacy intervention?

IDENTIFY KEY MESSAGE:

Construct a core message for your advocacy topic that includes a statement of the problem and solution proposed, evidence – statistics and information and an example – focuses on the affected.

PLAN AND MONITOR YOUR INTERVENTION

Activity	Outcome	Output	Target audience	Timeframe	How you monitor?	How you evaluate?	Resources needed

ADVOCACY SKILLS

Thinking about the advocacy intervention you want to focus on, please complete the following table:

What competencies do you have in the organisation related to advocacy? (e.g. needs of the beneficiaries, management, etc.)	What skills does the organisation need to further develop advocacy interventions? (e.g. juridical, etc.)	How could the organisation get the needed competencies? (e.g. training of staff, hiring an advocacy expert, etc.)