

Advocacy Strategy Planning Template

I. Advocacy Objective

a. Definition of the problem (What is the problem? What are the root causes? Who is affected? What are the implications?)

b. Advocacy changes to be sought to address the problem (policy changes, budget allocations, administrative actions, national, regional, private sector, etc.) to be sought in the next year.

II. Target Audiences

Who has the authority?

Analysis of their position and what might win their support.

Who has influence?

Analysis of their position and what might win their support.

III. Advocacy Partners

Who can help boost your credibility?

Next steps

Who can help you with political knowledge or clout?

Next steps

Who can help you with having a constituency?

Next steps

IV. Advocacy Messages

Message #1 Why it's right, based on the evidence

To who and how

Message #2 Why it's good politics or business

To who and how

Message #3 Other key points

To who and how

V. Action Plan	
1. Research and Policy Development	What, by when, by who
2. Messages, Communication and Materials	What, by when, by who

3. Partner Outreach	What, by when, by who
4. Outreach to Policy Makers	What, by when, by who

5. Resources	What will be needed and from where?
6. Management	Who will oversee and how?
7. Evaluation	Who will carry out and how?
8. Timeline	Task/Date/by Who