

Advocacy Strategy Planning Template

Austin-Travis County Food Policy Board - 2016

I. Advocacy Objective

· **Definition of the problem (What is the problem? What are the root causes? Who is affected? What are the implications?)**

· **Solutions that might address the problem - policy recommendations, budgetary requests, administrative actions, etc.**

II. Target Audiences

Who has authority to make decisions?	Analysis of their position and what might win their support.
Who has influence on the decision-makers? "Experts" "Authentic Voices" "People with Clout"	Analysis of their position and what might win their support.
Who are your community partners and resources?	

III. Key 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

IV. Action Plan

1. Research Existing Landscape and Identify Solutions that Build on Existing Infrastructure

What, by who

2. Develop Solution

What is needed, from where, by when?

3. Outreach - Messages, Communication and Materials	What, by when, by who
4. Management	Who will oversee and how?
5. Evaluation	Who will carry out and how?