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Strengthening Small Organisations with Big Ambitions

Advocacy Training Course (online) June – July 2021

This course is specifically tailored to the needs and operational context of small UK-based charities as part of the UK-Aid funded project *Strengthening Small Organisations with Big Ambitions*. It aims to introduce participants to the core skills needed to develop an advocacy strategy and ultimately influence powerful stakeholders and policy processes. Participants will explore tools for analysing where power lies on their issue and who has a stake in it. They will learn how to develop an advocacy theory of change and start identifying which techniques are most appropriate for their context. They will also develop their influencing skills, including how to develop and communicate an impactful advocacy message and how to tailor advocacy to the interests and values of those they seek to influence.

The course is open to participants regardless of previous advocacy experience. All participants will be required to come up with an “advocacy issue” to use as a case study throughout the course, ideally (but not necessarily) related to their organisation’s work.

This training course will be delivered over 6 weeks, with weekly live sessions (on Zoom) plus approximately one hour per week of individual study/homework on INTRAC’s e-learning platform. All live sessions will be recorded and made available to participants; however, attending live is strongly recommended. Course participants will receive their log-in details and joining instructions by 15 June 2021.

INTRAC is committed to ensuring the safety and wellbeing of anyone involved in its activities and projects, and to protect them from harm. This includes adopting a zero-tolerance policy against all forms of bullying and other abusive behaviours, to ensure that training courses are “safe spaces” for everyone. All participants will be required to abide by INTRAC’s Learner’s Code of Conduct (which will be shared as part of the pre-course information); violations of the Code of Conduct may result in participants being suspended from the course.

We very much look forward to collaborating with you through this course.

See below on p.2 a brief, revised outline of the course content (amended in the light of feedback from participating organisations) - plus dates and times of the live sessions and pre-session activities.



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TOPIC	Contents	Dates
1. Introducing Advocacy + ingredients of success	<ul style="list-style-type: none"> • Definitions; overview of tools in the advocacy toolbox • Sharing inspiring advocacy stories and the ingredients of success – including successful advocacy by small NGOs • Identifying common advocacy challenges and strategies for overcoming them 	Live session Tuesday 22 June , 10.30am-12.00pm (pre-session activities to be completed between 15-20 June)
2. Key steps in developing an advocacy strategy + setting advocacy goals	<ul style="list-style-type: none"> • Overview of 10 main steps to developing an advocacy strategy • Identifying the contribution which your organisation’s advocacy could make • How to select and articulate your advocacy goal(s) 	Live session Tuesday 29 June , 10.30am-12.00pm (pre-session activities to be completed between 22-27 June)
3. Analysing the context for your advocacy	Tools for analysing: <ul style="list-style-type: none"> • Power and People: who has influence and who has a stake? • Politics and political culture relevant to your issue • Policies and policy processes 	Live session Tuesday 6 July , 10.30am-12.00pm (pre-session activities to be completed between 29 June – 4 July)
4. Identifying tactics and approaches based on your context analysis	<ul style="list-style-type: none"> • What does the analysis of the national or local context mean for your advocacy approach? • Overview of tactics and approaches: what are the most appropriate approaches for small NGOs? How to advocate with partner NGOs in restrictive contexts? 	Live session Tuesday 13 July , 10.30am-12.00pm (pre-session activities to be completed between 6 – 11 July)
5. Developing an advocacy roadmap; monitoring progress + adapting plans	<ul style="list-style-type: none"> • Developing an advocacy roadmap and key milestones • Adaptive planning – for when the advocacy doesn’t go to plan • How to set indicators to help you measure advocacy progress • Tips for addressing M&E challenges specific to advocacy 	Live session Tuesday 20 July , 10.30am-12.00pm (pre-session activities to be completed between 13 – 18 July)
6. Influencing skills	<ul style="list-style-type: none"> • Developing and communicating an advocacy message • Face-to-face influencing and negotiation skills 	Live session Tuesday 27 July , 10.30am-12.00pm (pre-session activities to be completed between 20-25 July)