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# Advocacy tool: advocacy strategy template

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| This document contains an editable advocacy strategy template. Follow the guidance under each section to fill in the template, adapting it as needed to your specific circumstances. Please refer to the [**toolkit**](http://www.intrac.org/ba-advocacy-toolkit)  for further guidance – especially the 10 steps to developing an advocacy strategy. |

## Background and context – what is the problem?

Description / guidance: Include a brief statement (bulleted) on the key problems, including issue analysis and context analysis.

## Long-term Goal – what is the vision of change?

Description / guidance: This is the long term goal. It is not something which your advocacy alone will achieve. But it is the ultimate reason why you are doing the advocacy and the long-term vision which your advocacy will contribute to.

## Brief statement outlining advocacy goal and overall strategy (clarity about change process)

Description / guidance:

* What needs to be done to achieve the long-term goal?
* What are the pre-conditions or smaller changes/solutions needed to bring about the long-term change?
* What pre-condition or smaller change will we focus our advocacy on?
* What is our **advocacy goal**?

## Why? (internal capacity, areas of added value)

Description / guidance:

* Why is the organisation best placed to advocate for this change?
* Why is this issue important?
* What are the consequences of inaction?

## Contextual analysis

Description / guidance:

* What are the opportunities and threats facing our advocacy on this issue?
* What are the relevant policies and policy mechanisms we will need to engage with?
* What space is there for civil society to advocate on this issue?

## Who are the targets, allies and opponents on this issue? (Stakeholder analysis/influence mapping)

Description / guidance:

* Power analysis – who do we need to influence and persuade to take action? Who might oppose and/or obstruct
* Who can help us to get what we want and crucially who do we have influence over?
* What tactics are likely to persuade our targets to take action?

## Risks and challenges

Description / guidance:

* What are the risks of engaging on this issue?
* What are the risks associated with the selected approach?
* How can these be managed?

## Specific objectives and sub-objectives for the next years

Description / guidance:

* What steps need to be taken in the next x years to progress towards the overall advocacy goal?
* What are the interim outcomes you will seek to achieve in order to reach your long-term goal?
* How would you know if you were making progress? What indicators will provide the evidence of progress?

## Tasks / activities – what is going to be done?

Description / guidance:

* To include a description of your overall approach, plus specific outputs and activities, upcoming opportunities.
* To include discussion on opportunities and events (a timeline or campaign ‘hooks’)

##  Audiences

Description / guidance: This needs to reference who the key audiences are for the activities outlined.

##  Funding/Budget

Description / guidance: Include any restrictions and reporting timelines to funders.

##  Monitoring, evaluation and learning

Description / guidance: How are we going to monitor progress towards the advocacy goal and the implementation of strategy?