ADVOCACY STRATEGY TEMPLATE

BACKGROUND
- Brief context & situational analysis – what’s the problem? Why advocate on the issue? Human rights, commitments, accountability, outcomes…

AIM
- Long-term goal that want to contribute towards, e.g. MDGs 4 & 5?

OBJECTIVES
- Specific Measurable Attainable Realistic Time-bound change objectives
- Do these contribute to the realisation of your aim?

TARGETS
- Who has the power to make the necessary changes?
- Who influences those people?

ALLIES/PARTNERS
- Who can you work with to build momentum and support?
  - Different perspectives…

ACTIVITIES & OUTPUTS
- Policy & research
- Advocacy
- Popular mobilisation
- Engagement of key stakeholders

KEY MESSAGES
- For each audience

TIMELINE
- Moments/opportunities for influence? How to be prepared for these with evidence and advocacy needed?

ROLES & RESPONSIBILITIES

BUDGET
- What gaps (incl. capacities)? How fill them?

M&E&L
- Log-frame