ADVOCACY PLANNING

This week you will consider an advocacy plan, which not only promotes your project, but engages people at an early stage, so that they connect with and feel ownership of the project.

Creating an advocacy plan follows many of the processes of the main project, and will build upon the logic model and situation analysis that you have already conducted

| Theory of Change | Situation and Stakeholder Analysis | Problem to Objective Tree | Set goals and work backwards | Identify Indicators | Monitoring and Evaluation |

To develop an advocacy plan the following questions need to be considered

- Who needs to be influenced?
- What is the message that you want to promote?
- How is the message best communicated for the specific person or group you are addressing?
- What indicators will you use to measure if the message is understood and if people are supportive of your idea?
- How will you evaluate if your advocacy plan is working?

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Who needs to be influenced, and what message is being promoted?

1. Consider your main advocacy objective and the actions required to achieve it. Work through the tree and begin to define specific messages

2. Think about the stakeholder matrix you developed in week 2, and consider which stakeholders are influenceal, which stakeholders are allies, and which stakeholders may have conflicting views.
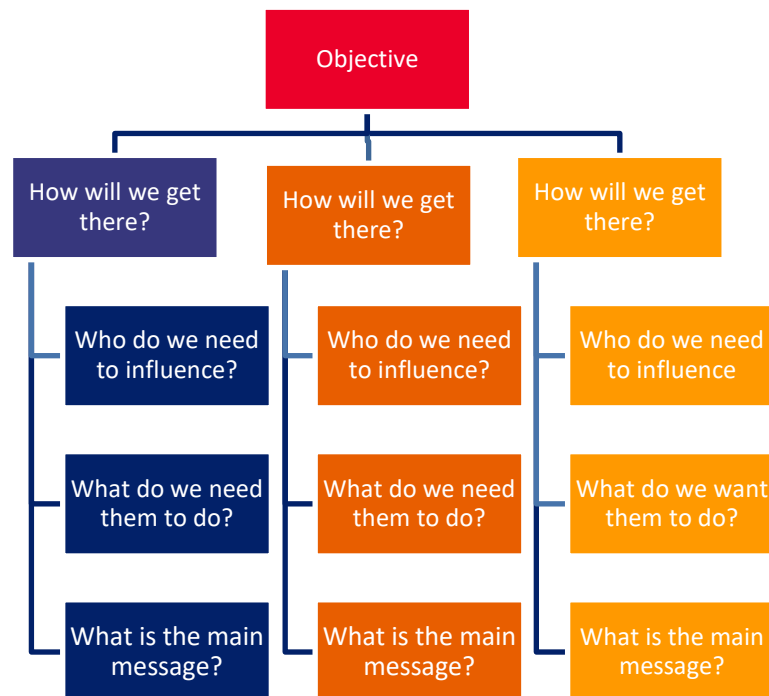
Stakeholder interest/importance Matrix
Name of Initiative:
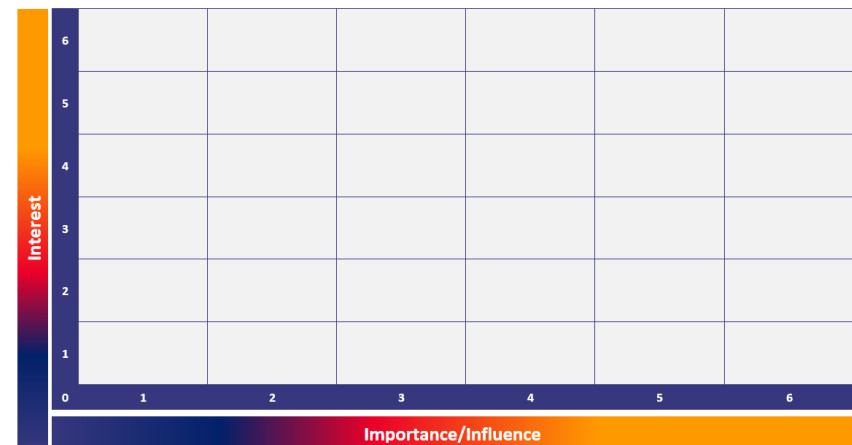
Name·/·Organisation¤	Contact·information¤	Stakeholder·type·eg.·School,·politician¤	Roles/·Responsibilities·¤	Priorities/·alignment¤	Connection·to·the·initiative·¤	Views·of·the·project·¤	Level·of·influence·¤	¤
¤	¤	¤	¤	¤	¤	¤	¤	¤
¤	¤	¤	¤	¤	¤	¤	¤	¤
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How is the message best communicated for the specific person or group you are addressing?

This image which was taken from Plan International's Advocacy Toolkit, highlights the different advocacy methods available. Often a combination of methods are required to achieve objectives.

Toolkit 4 from Plan international provides further details about how to use these different techniques

Indicators, Monitoring and Evaluating

As with your project or initiative, an advocacy plan will require indicators so that progress can be measured and regular evaluation to refine advocacy messages and approaches. Below are example indicators and ideas about how to monitor your advocacy work

Activity	Output	Outcome
Conduct teacher presentations on the role of sport in improving education and social inclusion in remote communities	Conduct two presentations for teachers about the impact of sport to improve education and social inclusion in remote communities	Increased knowledge on the effects of sport used as a tool for social inclusion and education
	Indicator: 100 teachers attended each presentation	Indicator: 70 per cent of presentation attendees who were given a pre-test (to test their knowledge before the presentation) improve their result when the test was repeated after the presentation (to test what they had learned during the presentation)

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How to monitor and obtain progress data

Monitoring your target

- Record and observe changes in the rhetoric of your target audience. Keep a file of their statement over time.
- Are they moving closer to your position, adapting to or adopting any of your language or philosophy
- This monitoring can be done by:Interviewing or surveying attendees at an event, workshop, or conference you have organised;
- online polls/surveys via social media or website
- setting a twitter hashtag '#' where people can share their opinions on a particular topic or events.

Monitoring your relationships

- Record the frequency and content of conversations with external sources and target audiences. Are you discussing new ideas? Are you becoming a source of information or advice? Are you becoming more prominent within related sectors?

Monitoring the media

- Count column inches on your issue and the balance of 'pro' and 'anti' comment. Count the number of mentions for your organisation or project. Analyse whether the media is adopting your language.

Monitoring your reputation

- Record the source and numbers of inquiries that you receive as a result of your work. Are you getting to the people you wanted to get to? How and where have they heard of your work? How accurate are their pre- conceptions about you and your work?

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References

The material in this worksheet was collated from:
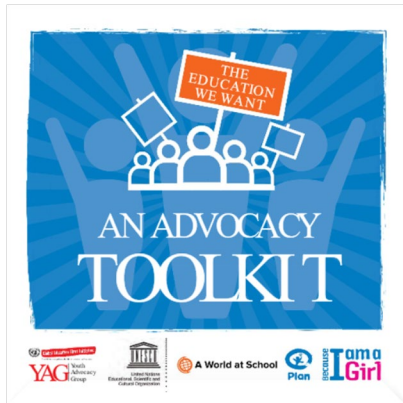
The Youth Advocacy toolkit which is a comprehensive 4 part guide to advocacy work, with a range of templates and details
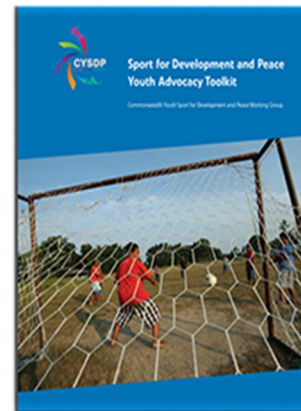
Sport for Development and Peace Youth Advocacy Toolkit a detailed and sport focused guide to advocacy with templates and checklists.

Finally begin to write your advocacy plan using the template on the next page.

Advocacy Plan

Initiative Name:

		To do	By whom	By when
What needs to change? Our objective				
Who do we need to influence? What do we need them to do?	1			
	2			
	3			
How can we influence them?				
Managing risks				
Monitoring success				

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