

# ADVOCACY STRATEGY TEMPLATE

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## 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