

Advocacy techniques

HakiElimu's Experience



Presented by HakiElimu, 28th August 2013

Not what you want, **BUT** what they want



1. Rationale
2. Is it A policy Issues?
3. How do you Know?
4. What is the Goal?

Major Steps - Advocacy Strategy

Step 1

Research,
Analyzing
Policies/Plans

Step 2

Outlining
Advocacy
Strategy

Step 3

Testing and
Finalizing
the Strategy

Step 4

Framing a
plan and
Executing

Strategy

- Select a policy issue that can effectively be addressed through advocacy and which will have the greatest impact on the problem.
- Identify target audiences - those with the ability to actually influence the policy issue you select.
- 3. Set a specific policy goal for your initiative.
- 4. Identify potential allies and opponents

Key advocacy considerations

- Relative contribution of the policy to the problem
- Likelihood of success
- Potential for working in coalitions
- Potential risks
- Potential for your organization to advocate effectively
- Timeline

Important Issues to Remember

- Understand the problem through a critical and evidence based research and analysis
- Establish barriers for change
- Understand how policies and decisions are made
- Identify allies, neutrals and opponents
- Power Mapping (*Targets/change agents*)
- Knowing your capacity and weaknesses
- Plan strategically: objectives, activities, messages, outreach strategies, timeline, results/impact

...issues to remember

- Be objective
- Make use of 'official' or 'credible' data sources
- Call for practicable actions and solutions
- Set a timeline and monitoring plan to assess change
- Closely follow up on the implementation process, pick lessons quickly and provide feedback and make necessary adjustments

HakiElimu's ToC on Budget and PA

