

Advocacy strategy template

**This template is an optional resource that can be used to consolidate the work from each of the worksheets in to an easy-to-use summary strategy document.*

GOAL AND OBJECTIVES

The advocacy goal is the focus of the advocacy strategy and describes the overarching policy change or policy-related outcome the project seeks to achieve.

Advocacy objectives are intermediate steps necessary to reach the overarching goal and focus on what the advocacy outputs will seek to achieve.

Advocacy Goal

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Related Objectives

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DECISION-MAKERS AND INFLUENCERS

Decision-makers are the persons who have the power to give you what you want—the people who can say yes or no to the advocacy goal. Influencers are persons or groups who can have a compelling force on the actions, opinions, or behavior of decision-makers. These groups combined are the primary targets of the advocacy strategy.

Decision-makers

Key Influencers

- 1)
- 2)
- 3)
- 4)
- 5)

- 1)
- 2)
- 3)
- 4)
- 5)

OPPOSITION AND OBSTACLES

There may be pockets of resistance to your policy advocacy goal that the project seeks to achieve, for reasons extending from competing priorities and/or agendas to concerns about funding, timing, and capacity. It is critical to identify potential resisters (persons or groups) that may have a real impact on the outcome and any strategies to mitigate their influence.

Potential Resistors
1) 2) 3) 4)
Mitigation Strategies
▪ ▪ ▪ ▪
PARTNERS
Partners are critical interest groups, NGOs, private-sector entities, multilateral organizations, or coalitions that are currently working on the issue in which coordination and collaboration will further anticipated outcomes.
Potential Partners
1) 2) 3) 4)
Anticipated Roles of Partners
1) 2) 3) 4)

TACTICS
Tactics are the specific activities and strategies that will help influence key advocacy targets in support of the advocacy objectives and ultimately the advocacy goal.
Objective 1:
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Objective 2:

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Objective 3:

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Objective 4:

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INDICATORS

In order to demonstrate success and progress toward the advocacy goal, track outputs—measures of productivity/activity—and outcomes—effects or changes seen as a result of tactics.

Illustrative output indicators

- 1)
- 2)
- 3)
- 4)
- 5)

Illustrative outcome indicators

- 1)
- 2)
- 3)
- 4)
- 5)