



How to Create an Advocacy Action Plan

I. What needs to be done?

- **State The Problem** (Describe problem and its possible causes. Include pertinent background information.):

- **State the Level of Concern** (Could the situation escalate to an even higher level?):

- **State the Goal** (Choose the most practical and satisfactory outcome.):

- **Who are the Audiences** (Who needs to hear your message? Whose attitude needs to be shaped?):

Primary Audience (Key Decision Makers):

Secondary Audience (Those who Influence the Decision Makers):

Audience Research (What do you know about these audiences? Consider their priorities, positions, demographics and politics. What are the costs and benefits for them?)

Primary Audience:

Secondary Audience:

II. How are we going to do it?

➤ Develop at least two objectives for achieving your goal.

(What specifically needs to happen to achieve the goal? Who will carryout these tasks?
What is the timeline and deadline? What is the setting?)

Objective # 1:

What (planned Action and resources required):

Who (which target audience):

Who (person Responsible):

When (timeline and deadline):

Where:

Objective # 2

What (planned Action and resources required):

Who (which target audience):

Who (person Responsible):

When (timeline and deadline):

Where:

➤ **Create a Master Calendar**

(Create an overall timeline for your carrying out your goal.)

➤ **Conduct a thorough Evaluation**

(Whether you succeed or fail; it is crucial that you conduct a thorough evaluation of your plan. Was your plan effective? Could you follow the same plan again? How do you measure success?)

➤ **Share with and Learn from Others**

(Share your successes, failures and lessons learned with your colleagues.)