

Advocacy

Advocating for what you believe in is crucial – if you don't ask for it, people assume you don't need it!

What is Advocacy?

Educating someone about a cause, and changing perspectives.

Expressing support for a cause, idea, or policy.

Putting a problem on the agenda, presenting a solution, and building support for the solution.

speaking out

wearing a t-shirt that makes a statement

letter writing

promoting an issue over dinner with friends

**MEETING WITH A
LEGISLATOR**

@life

making phone calls

@life

UNITED STATES FOUNDATION



Advocacy?

- a set of targeted actions directed at decision makers in support of a specific policy issue
- strategic and targets well-designed activities to key stakeholders and decision makers
- systematic process with distinct steps and activities
 - steps may not always occur in the same order during an actual advocacy campaign
 - but it is important to consider each step as a critical and integral piece of the advocacy effort



Advocacy?

- Advocacy efforts usually include an IEC component to raise the awareness of key audiences, but advocacy does not stop with awareness raising.
- The advocacy process is complete when a policymaker implements the prescribed policy action
- While the general public may be one of the audiences for an advocacy campaign, the public is targeted to engender support and pressure policymakers
- Advocacy always seeks to change a policy, resource allocation, or operational policy



Advocacy / Lobbying

- goals are similar
- processes are different
- Advocacy is attempting to cause political action, using methods such as civil education and public campaigns, with the aim to influence decision makers
- **Lobbying** refers to influencing the government and its leaders



Successful advocates

- able to articulate issues in ways that inspire and motivate others to take action
- skilled negotiators and consensus builders who look for opportunities to win modest but strategic policy gains while creating still other opportunities for larger victories

Artful advocates

- incorporate creativity, style, and even humor into their advocacy events in order to draw public and media attention to their cause



Steps in the Advocacy Process

- Define the Issue
- Set Goal and Objectives
- Identify Target Audience
- Build Support
- Develop the Message
- Select Channels of Communication
- Raise Funds
- Develop Implementation Plan



1. Define the Issue

- Advocacy begins with an issue or problem that the network agrees to support in order to promote a policy change



2. Set Goal and Objectives

- A goal is a general statement of what the network hopes to achieve in the long term (three to five years)
- The advocacy objective describes short-term, specific, measurable achievements that contribute to the advocacy goal



3. Identify Target Audience

- The primary target audience: decision makers who have the authority to bring about the desired policy change
- The secondary target audience includes persons who have access to and are able to influence the primary audience—other policymakers, friends or relatives, the media, religious leaders, etc.
- support
- oppose
- neutral



4. Build Support

- Building a constituency to support the network's advocacy issue is critical for success
- The larger the support base is, the greater are the chances of success



5. Develop the Message

- developed and tailored to specific target audiences in order to frame the issue and persuade the receiver to support the network's position
- three important questions in preparing advocacy messages:
 - Who are you trying to reach with the message?
 - What do you want to achieve with the message?
 - What do you want the recipient of the message to do as a result of the message (the action you want taken)?



6. Select Channels of Communication

- Selection depends on the target audience
- Some of the more common channels of communication for advocacy initiatives include press kits and press releases, press conferences, fact sheets, a public debate, a conference for policymakers...



7. Raise Funds

- Advocacy networks should develop a fundraising strategy at the outset of the campaign to identify potential contributors of financial and other resources



8. Develop Implementation Plan

- The plan should identify activities and tasks, responsible persons/committees, the desired time frame, and needed resources



On-going Activities

Data collection

- collect and analyze data to identify and select their issue as well as to develop advocacy objectives, craft messages, expand base of support, and influence policymakers

Monitor and evaluate

- decide how you will evaluate or measure progress and results



The way to better policy

- **shadow report** - becomes a tool and basis for further activities on the way to a better public policies
- **advocacy activities**
 - public actions, campaigns, including media ...
 - informing a wider range of stakeholders and the public
 - a kind of pressure on decision-makers / strengthen communication with the competent authorities
- **the exercise of dialogue**
 - jointly reflect on the findings and recommendations of the report
 - agree on the best way to improve the situation



Principled Negotiations

- **Separate** the people from the problem: the other party is a person and he or she is not the problem!
- Focus on the **interests**, not the positions
- Invent options for **mutual gain**
- Use **objective criteria and standards** to choose from the options

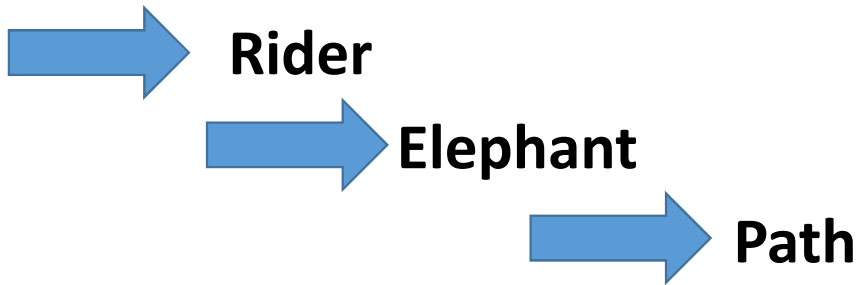


Key Questions

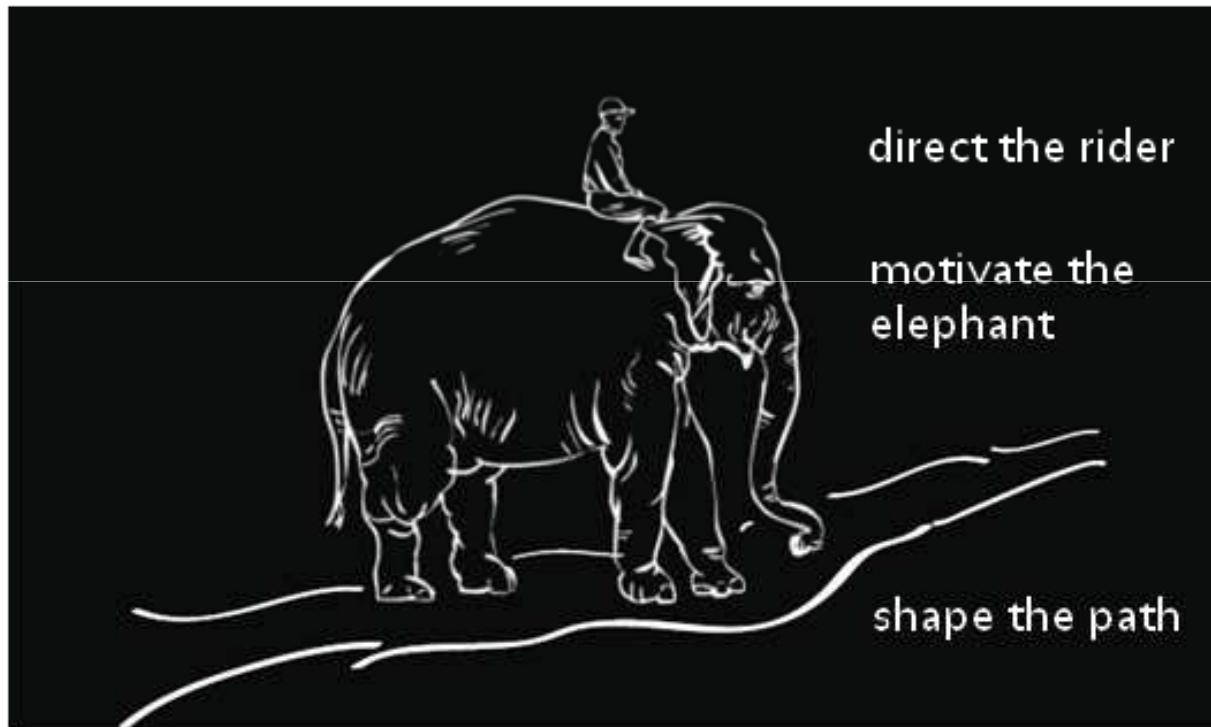
- **Why?** Why does the other party hold on to that position? What is important in it for them?
- **Why not?** Why can the other party not accept your position? What could be holding them back?



3 Elements



3 Elements



Rider

Rational brain that focuses on problems

Limited focus – gets exhausted

Does not like uncertainty or unclarity

Good analyst, likes to think



Elephant

Emotional brain that looks for immediate reward

Stubborn, tireless

Powerful

Difficult to direct (looks for easiest path)

Can be scared easily, needs reassurance



Path

Environment

Can help provide direction

Can provide a vision of destination



So what does that mean?

Reluctance to change can have different causes and different solutions

- Resistance can be lack of clarity
- Laziness can be exhaustion
- A people problem could be a situation problem

A small step can have a big impact!



So how to deal with these?

Rider – needs direction

- Follow bright spots (What's working? Clone it!)
- Script critical moves (Very specific behaviours)
- Point to destination (Where are we going and why is that worthwhile?)



Elephant – needs motivation

- Find the feeling (Knowledge is not enough!)
- Shrink the change (Small steps, small investments)
- Grow your people (Identity, growth mindset)



Path – needs to be shaped

- Tweak the environment (Change situation to change behaviour)
- Build habits (Action triggers)
- Rally (gather) the herd (Behaviour is contagious)



What do we need to do?

Make sure our options, standards and criteria are formulated in such a way that **Rider**, **Elephant** and **Path** issues are addressed

- Refer to best practices
- Formulate clear, doable, small steps
- Create a common vision
- Celebrate what went well
- Make it contagious!



Why relevant?

We need to get people on board in order to achieve the planned changes

We need to understand how people work and we need to make use of that understanding to come up with options that are relevant and attractive to stakeholders and we need to motivate them to help implement



Easy?

