

DEVELOPING A PLAN FOR ADVOCACY

HOW IS PLANNING FOR ADVOCACY DIFFERENT?

- Getting the powerful to make changes not in their short-term interests
- Working in the public eye
- Sticking your neck out

CREATE THE PLAN UP FRONT, BUT MAKE SURE IT IS FLEXIBLE

- When new conditions or opponents emerge
- When a strategy or tactic does not work
- Some people you count on as allies turn against you

A COMPREHENSIVE PLAN INCLUDES:

- Goals
- Resources and assets
- Support and opposition
- Targets and agents of change
- Strategy
- Tactics

GOALS SHOULD BE SMART+C

- **S**pecific
- **M**easurable
- **A**chievable
- **R**elevant
- **T**imed
- **C**hallenging

CREATE AN INVENTORY OF RESOURCES:

- Funds
- People currently available
- People you expect to be available
- Contacts
- Facilities

CALCULATING COMMUNITY SUPPORT

A list of:

- Allies
- Opponents
- People who may be allies or opponents

WHO NEEDS TO MAKE A CHANGE? WHO CAN BRING IT ABOUT?

For your plan, decide:

- Who are the main targets of change
- Which agents might bring pressure to bear on the targets

STRATEGY SHOWS HOW TO REACH YOUR GOALS

Plan strategies that:

- Fit your style
- Use your resources and allies
- Bring about the desired effect on opponents
- Are flexible, so you can react to changing developments

TACTICS ARE THE ACTION STEPS

Choose tactics that:

- Carry out your strategy (don't get sidetracked!)
- Don't antagonize people (unnecessarily)
- Are doable and cost-effective
- Make your group feel good about themselves and what they are doing

CAMPAIGN PLANNING CHART

- Goals
- Resources and assets
- Support and opposition
- Targets and agents of change
- Strategies
- Action steps

STRATEGY CHECKLIST

- Goal:
- Strategy:
- Does it:
 - *Help us reach our goals?*
 - *Use our allies?*
 - *Minimize opposition?*
 - *Suit our style?*