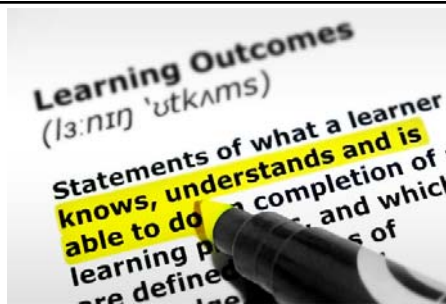


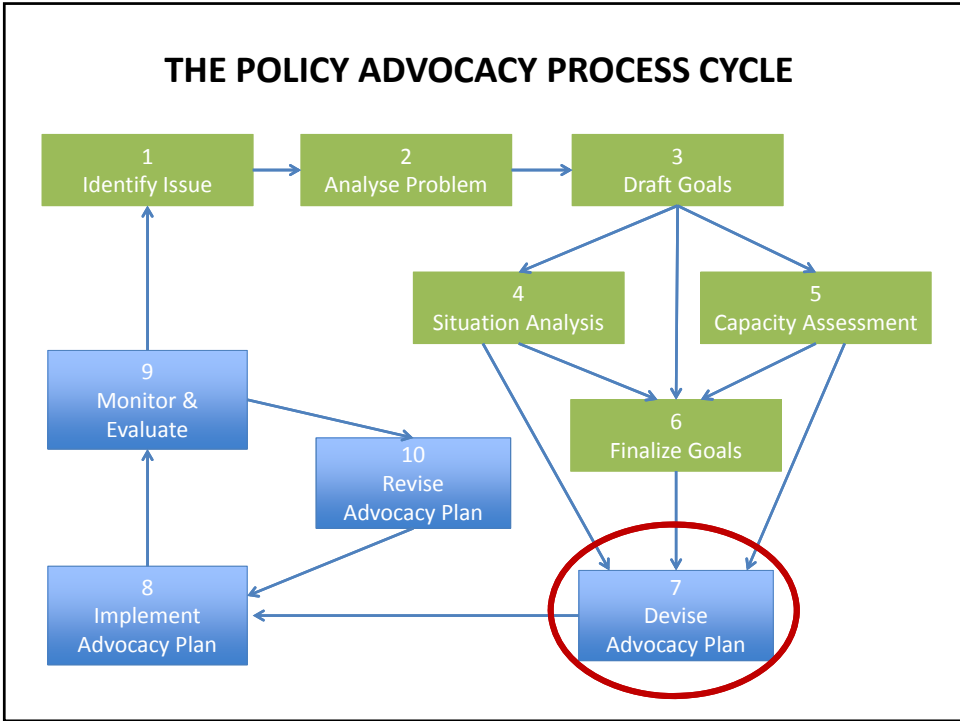
Regional Course on Communication and Advocacy for Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

Advocacy Strategy: A 10-Part Framework



- List the components of an advocacy strategy



10-Part Advocacy Strategy Framework

1. What is the issue you want to advocate for?
2. What is your advocacy goal?
3. Who are the decision-makers and the people who influence the decision-makers?
4. What are the key interests of your target decision-makers?
5. Who might resist your goal, or what obstacles might you face?
6. What are your assets and gaps for conducting advocacy activities?
7. Who might you partner with to help you reach your goal?
8. What tactics might you use to reach your goal?
9. What messages will you develop to persuade your target decision-makers towards your goal?
10. What is your plan to measure success?

Top 3 Learnings?

