

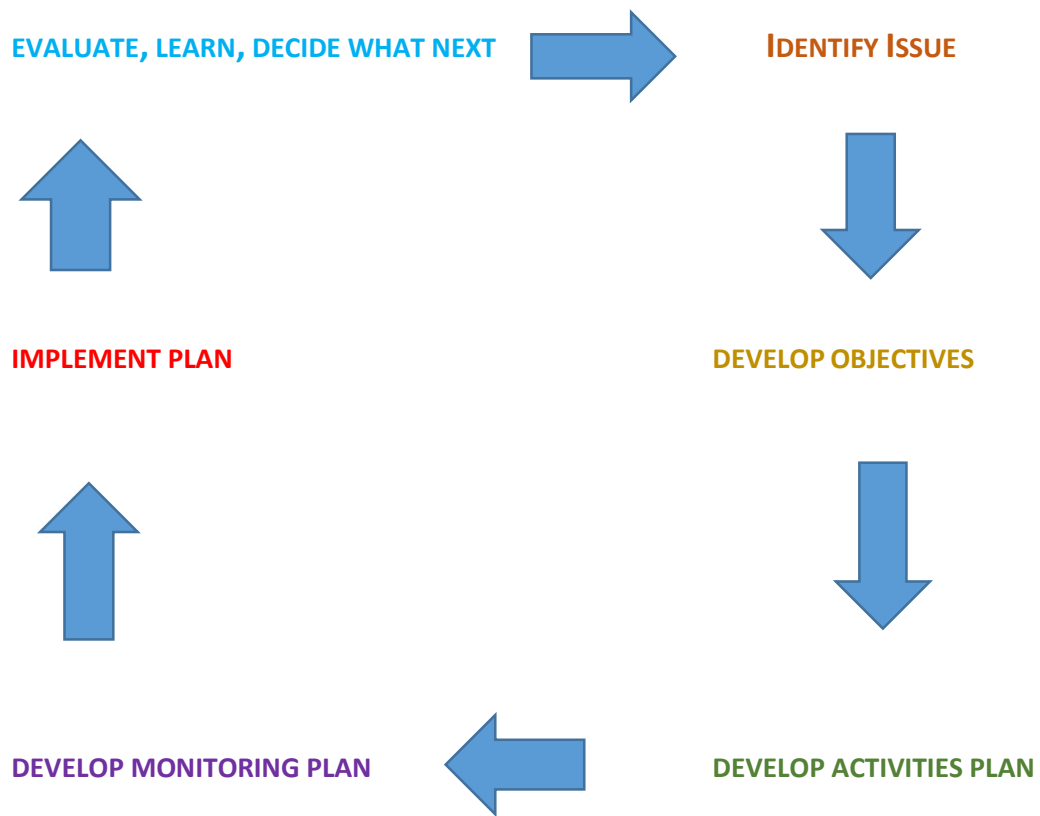


Advocacy Development Plan

July 2013



Advocacy Strategy Model



Developing an Advocacy Strategy

STEP 1

IDENTIFY WHICH HUMAN RIGHTS ISSUE YOU ARE GOING TO ADVOCATE FOR

Clearly define what the issue is and why you want to advocate for or against this issue.

STEP 2

IDENTIFY OBJECTIVES (SMART)

Is your objective S.M.A.R.T.?



Specific - My objective is clear and specific. It states the specific change I want to see.



Measurable - My objective is measurable. It has activities or changes that I can measure to evaluate if my efforts were successful.



Achievable - My objective is achievable. It accounts the resources and capacities that I and my allies have available.



Realistic - My objective is realistic. It accounts for the current political context and our potential opponents.



Time-bound - My objective is time-bound. It has a clear date for when the specific change will be implemented.

Check each box to confirm that your objective is S.M.A.R.T.

STEP 3

IDENTIFY THE ACTIVITIES YOU WILL UNDERTAKE IN ORDER TO ACHIEVE EACH OBJECTIVE

Write as many activities per objective that will ensure you achieve the SMART objective.

Framework will look like this;

LOGIVAL FRAMEWORK example

Overall goal is to reduce the incidence of child trafficking in Kwazulu/Natal				
	Activities	By who	By when	Budget required
Objective 1 Research statistics that prove the high incidence	Visit websites of NGOs involved in prevention of trafficking and collect information	John Smith	End of August	nil
Objective 2 Produce flyers and posters to inform people about trafficking	Involve a design company or friend to assist with design of flyer. Agree on info to be put in flyer. Print agreed amount.	Ayanda and Sipho	End of Sept	R3500
Objective 3 Hold a music festival in support of the campaign				

STEP 4

WHO ARE YOU TARGETING?

Name of the person/group.

What action do you want the person/group to take?

Who are your potential allies/enemies?

STEP 5

WHAT IS THE PRIMARY MESSAGE YOU WILL CONVEY TO THE TARGET PERSON/GROUP?

What is the second and third message?

(Use stories to tell your message)

STEP 6

IDENTIFY KEY ALLIES

Eg: sports person/well known actor/musician/headmaster, to support your cause/campaign.

Potential voices:

- Survivors of human rights abuses
- Relatives of survivors
- Witnesses of human rights abuses
- Community champions fighting abuses
- Experts on the issue
- Perpetrators and those responsible for abuses
- People in authority
- Journalists that have covered the issue
- Narrator
- Documents: news stories, peer-reviewed articles and other texts

Who will be the group spokesperson?

Maintain confidentiality in story telling/ research/ media releases.

Develop Case Studies of your journey as a LAG. This is an account of each step of the journey from inception to closure. A case study typically identifies issues and ways that the LAG went about providing a solution to the issue/problem.

STEP 7

DEVELOP A MEDIA STRATEGY

Write a 50 word summary of your campaign - for media releases, public announcements, presentations, Facebook and Twitter postings.

Identify the media you will use and the contact people.

Assign the task to a LAG media person. This person will conduct all media interviews, social media postings etc.

What events will take place to bring your campaign to the attention of the target person/group?

STEP 8

IDENTIFY THE ROLES AND RESPONSIBILITIES OF EACH LAG MEMBER?

Who is the spokesperson/researcher/fundraiser/team leader etc

STEP 9

MAINTAIN SAFETY AND SECURITY AT ALL EVENTS

Reflect on these four terms to help your LAG evaluate existing risks and protect against them:

- **Risks** refers to the possibility of events, however uncertain, that will result in harm.
- **Threats** are indications that someone will harm another's physical or moral integrity or property through purposeful and often violent action.
- **Vulnerability** refers to the factors that can make it more likely that you or someone you work with will suffer an attack or will suffer greater harm as a result of an attack.
- **Capacities** are the strengths and resources you can access to improve your security and/or survive an attack. This can also include preventive measures you take to reduce risks.

Likely vulnerabilities include:

- Exposure to dangerous areas/contexts while campaigning or doing community research
- Lack of knowledge about an area where you are active
- Valuable equipment
- Important/compromising information about a topic
- Insufficient understanding between team members about consent and safety issues
- Insecure electronic communication networks (e.g., communicating on the internet and via mobile phones without using security measures)
- Lack of local legal protections for human rights defenders, journalists, or filmmakers
- Dealing with trauma and stress

Useful capacities include:

- Good preparation and exit plans if working in a dangerous context
- Robust communication networks
- Good tools and practices for electronic communications and data security
- Established protocol for managing informed consent
- Security plans for your team, your organization, and the people you engage with
- Preparation for trauma, including counselling support
- Strong support networks domestically and internationally
- Access to media

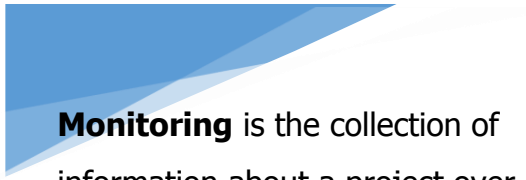
What are you willing and not willing to risk for yourself, your team, your participants, and your advocacy goal?

STEP 10

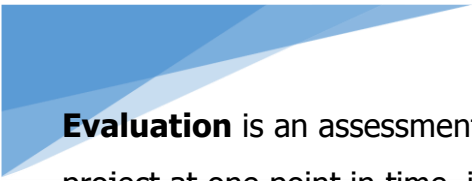
DEVELOP AN EVALUATION & MONITORING PLAN

Ask yourself:

- What does success look like to you? What interim steps would lead you to it? These may be your **meaningful** benchmarks.
- How will you know if you have met your benchmarks? Are they **measurable**?
- You may not reach your goal this time. What skills or capacities do you need to put in place so you are ready the next time a window of opportunity opens?
- Are your benchmarks **S.M.A.R.T.** -- Specific, Measurable, Achievable, Realistic and Time-bound?
- Do your benchmarks help you assess whether you have chosen the right activities and inputs?



Monitoring is the collection of information about a project over time. It seeks to understand and document the progress.



Evaluation is an assessment of the project at one point in time, including the successes and failures. It seeks to understand *why* what happened, happened.

Inputs are the resources you will be using. These can often simply be listed in terms of human and financial resources.

Outputs are the activities you will be undertaking, as described after completion. Examples:

- Completed your Campaign within 6 months.
- Finalized the community scan
- Presented the petition to local headmaster

Outcomes (a.k.a. benchmarks) illustrate the impact you expect to achieve from your outputs. Examples:

- Influence policy of targeted audiences
- Influence behaviour or practices of targeted audiences
- Helped to reduce the incidence of bullying at local school

Indicators are the evidence you will collect to show the outcome has been achieved. To evaluate as the campaign moves along, we suggest you identify indicators of success to measure your progress towards your objectives. Some sample indicators that you may want to plan for are:

- The number of people that read your flyer on child trafficking
- The increase in support of your campaign through key decision makers - e.g., an increase in signatories to a bill or legislation, or increase in votes
- The increase in support of your campaign through the public - e.g., through petitions, email sign-ups, or donations
- The increase in the number of media articles and references to the campaign due to your campaign

STEP 11

AGREE ON A BUDGET

Be realistic – if you have NO MONEY your advocacy plan should be established in such a way that it will not cost a great deal.

STEP 12

GET APPROVAL FROM YOUR GENERAL SECRETARY

Your final advocacy plan and budget should be presented to the local G/S *before* you start implementing the project.

STEP 13

IMPLEMENT YOUR PLAN

Trust the process and plan you have created and follow the plan. Monitor progress. Hold regular meetings to evaluate plan and make changes where necessary.

Do not deviate from what the group has agreed to do, unless the group decides otherwise!

STEP 14

PROVIDE REGULAR FEEDBACK TO YOUR G/S AND NATIONAL OFFICE VIA SOCIAL MEDIA SITES.

Ensure you follow the agreed social media protocols when talking about your LAG activities.

STEP 15

MEET REGULARLY WITH THE TEAM TO MONITOR PROGRESS

Success of an advocacy campaign depends entirely on this point.

STEP 16

AT THE END OF 6 MONTHS, EVALUATE THE SUCCESS OF YOUR CAMPAIGN

The national office will provide support to all aspects of your LAG advocacy campaign. Contact your appointed national staff member for the support you require.

Celebrate your success!