

Advocacy tool: 10 steps to developing an advocacy strategy

Please refer to the [toolkit](#) for further guidance – A strategy template is also available

1. Analyse the **problem** you want to address so that you are clear what the root causes of the problem are and you are clear about the blockages to realizing the change you want to see [*this may require research*].
2. Have a **vision** for the long-term change you want to see - the **long-term goal**. It is not something which your advocacy alone will achieve. But it is the ultimate reason why you are doing the advocacy and the long-term goal which your advocacy will contribute to.
3. Analyse the **solutions** – the smaller changes or pre-conditions that will deliver the long-term goal. Take a 'systems thinking' approach to identify the **linkages** between them [*this may require research*].
4. Confirm which pre-conditions or solutions your advocacy will seek to secure (you can't work on *all* of the solutions) – based on where you think you can make the most effective contribution and the relative importance of the solutions. These are your **advocacy goals**.
5. Analyse the **internal context** within your organisation or network – capacity, expertise etc. Above all, what is your particular contribution and how are you complementing the advocacy of other organisations? Where does your legitimacy to advocate come from?
6. Analyse the **external context** for your advocacy: Who has the power to bring about the advocacy goal? Who are your opponents and your allies? Who else is working on this issue? How does political change come about in your context? What are the relevant policies and policy processes?
7. Based on your analysis of the external and internal context and your identification of your advocacy goals, develop your **theory of change** and your **overall advocacy approach** or tactics. Think about who will undertake the advocacy and how you will engage the people affected by the issue. Will you **work in alliance** with others?
8. Identify the sequence of actions in your **advocacy roadmap** and the **interim outcomes** (short-term, medium-term, longer term) you will seek to achieve on the way to achieving the advocacy goals. Set **indicators** for measuring and proving your progress in helping to achieve these interim outcomes.
9. Develop your **key messages, asks** and **policy recommendations** for those you are seeking to influence.
10. **Monitor** (regularly) and **evaluate** (every 2-3 years) your advocacy strategy.