**Advocacy Agenda**

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| --- | --- |
| Name of the organization |  |
| Organization Description | History of the organization  Organization membership  Previous activities  This section is expected to provide a brief introduction to the organization |
| Advocacy Goal | Identify the advocacy goal, be specific as much as possible.  A goal is the desired result that you wish to reach at the end of a given period. Depending on the capacity of your organization collectively you may decide the scope of your goal. For example and advocacy goal could be to revise or create a new policy that positively impacts the communities that you work with or to raise awareness among a selected group of decision/policy makers on a particular issues that affects the communities you work with.  Use this templet to build on one advocacy priority |
| Advocacy Objectives | Identify maximum 3 objectives. These objectives will help the organization to reach the advocacy goal. Consider these as mini goals.  Objectives are clear and they provide the means to achieve your goal. You can use the SMART approach to develop your objectives.  S – Specific  M- Measurable  A - Achievable  R – Realistic  T – Timely  Make sure your objective are not definitive activities such as conduct 5 workshops. Objectives need to be above your activities but below the goal. You can evaluate how well you are reaching your goals by evaluating how well you are reaching each objective. |
| Stakeholders | Stakeholders are the parties who are involved in your advocacy. They can vary from those who that needs to be influenced, those who help you to influence them, those who that will be benefited from the influencing and those who will challenge your interventions to influence.  Identify key stakeholders under the following pillars.  Target audience – who needs to be influenced  Partners/ collaborators – who will help you to influence  Beneficiaries – those who will be benefited from the influencing  Barriers – those who will challenge the influencing  Others - any other party that is important, worth considering |
| Strategies | This section is to provide strategies to achieve the advocacy objectives and goals. Think of feasible and realistic strategies that the organization can use.  Strategies are not activities but more like thematic areas of activities. Strategies help you to achieve the objectives and goals and to design your activities.  Example – influencing public opinion, awareness raising, capacity building, strategic information development, lobbying, partnership building, art and edutainment etc, |
| Implementation Modalities | This section is to identify broad areas of work. It is not expected to describe all activities in detail. This section will facilitate organizations to identify feasible interventions provided the resources capacity of the organizations. |
| Risks mitigation and strategies | This section is to facilitate identifying risks and challenges to achieve the advocacy goals and objectives. |

**Advocacy Goal and objectives**

**Advocacy goal**

**Defining Stake Holders Political mapping**

Engage in this exercise as a collective with relevant people from your organization. Think of all stakeholders, partners, beneficiaries and those who will oppose your causes and try to place them in the graph based on their level of influence and their willing to engage with you.

X Axis – the level of influence each stakeholder has on your advocacy goal.

Y Axis – the level of willingness of each stakeholder to engage with you on the advocacy goal

Try marking/placing each stakeholder based on their level of influence and level of willingness in a suitable position on the graph.

**X**

**Y**

Level of willingness

Engage

Observe

Need convincing

Perfect stake holders

Level of influence

**Developing strategies**

**Identifying Implementation Modalities**

**Defining Risks**