



APPENDIX 1: Our Advocacy Strategy

Print this Appendix out to complete as you work through the toolkit – good luck!



OUR PRIORITY ADVOCACY ISSUE

PRIORITY
ADVOCACY
ISSUE



OUR ADVOCACY GOAL FRAMEWORK

GOAL

OBJECTIVES

OBJECTIVE 1:

OBJECTIVE 2:

OBJECTIVE 3:

INDICATORS
& EVIDENCE
NEEDED

*** Re-visit this throughout your project to add updates ***



3

OUR PARTNER TRACKER

PARTNER Name, organisation, etc.									
AREA FOR COLLABORATION e.g. political or media connections, technical expertise, resources or funding, connection to those affected by your issue									
CONTACT INFORMATION Phone, email, address, etc.									
TRACKING COMMUNICATION Notes on how our partnership is progressing, important things to take forward so that we can build the relationship, etc.									

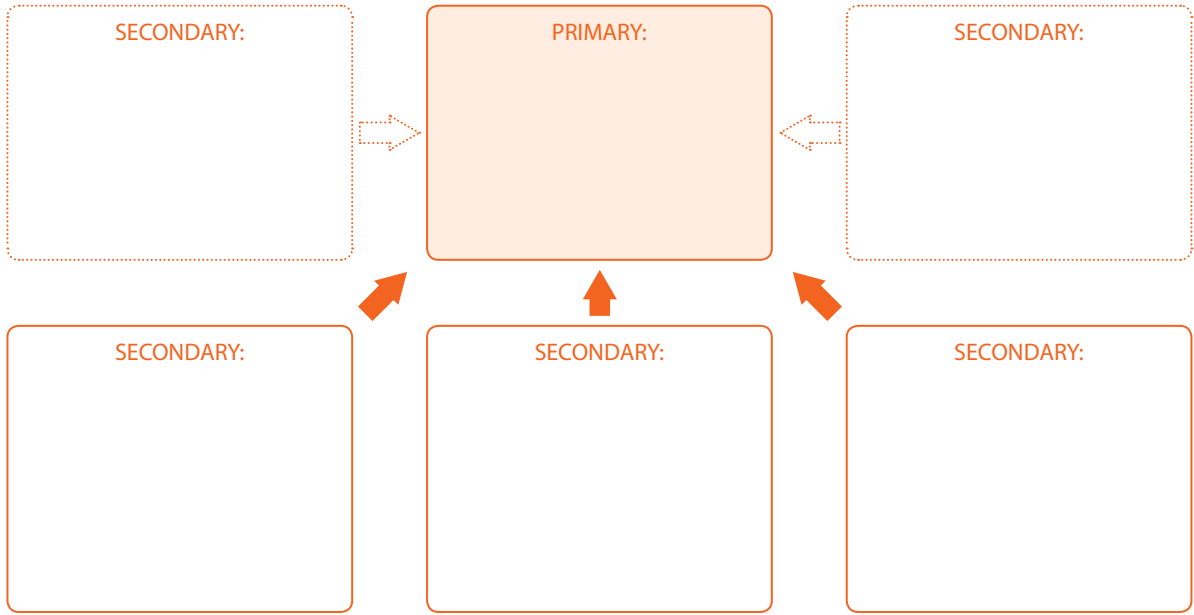
Feel free to continue this table on another sheet of paper if you have identified more partners that you'd like to build a network with...



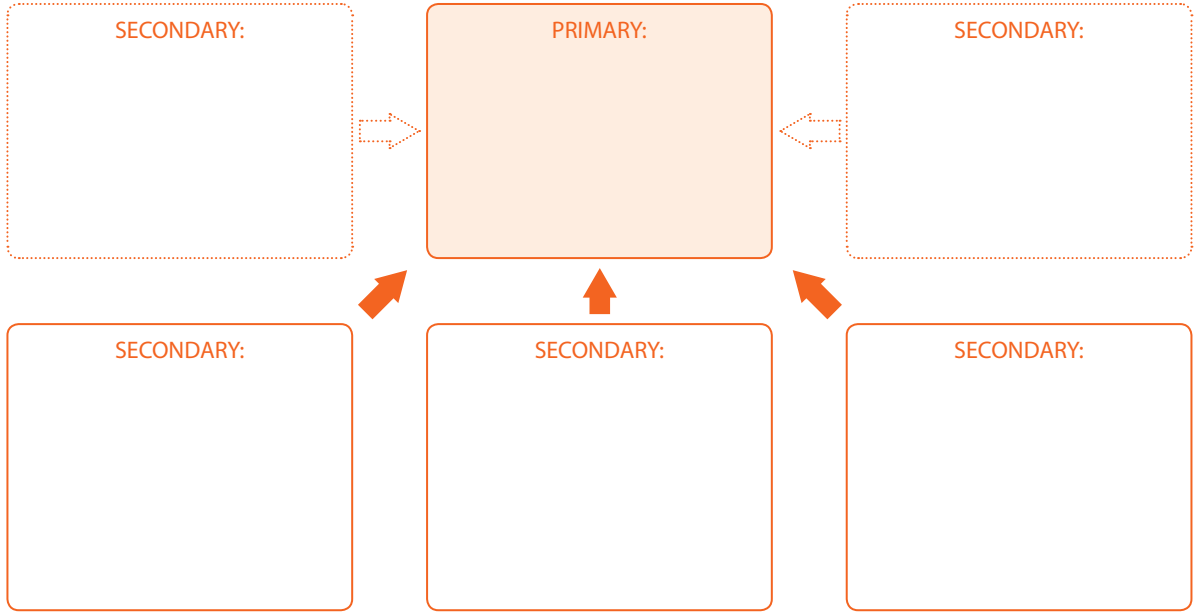
4

OUR TARGETS

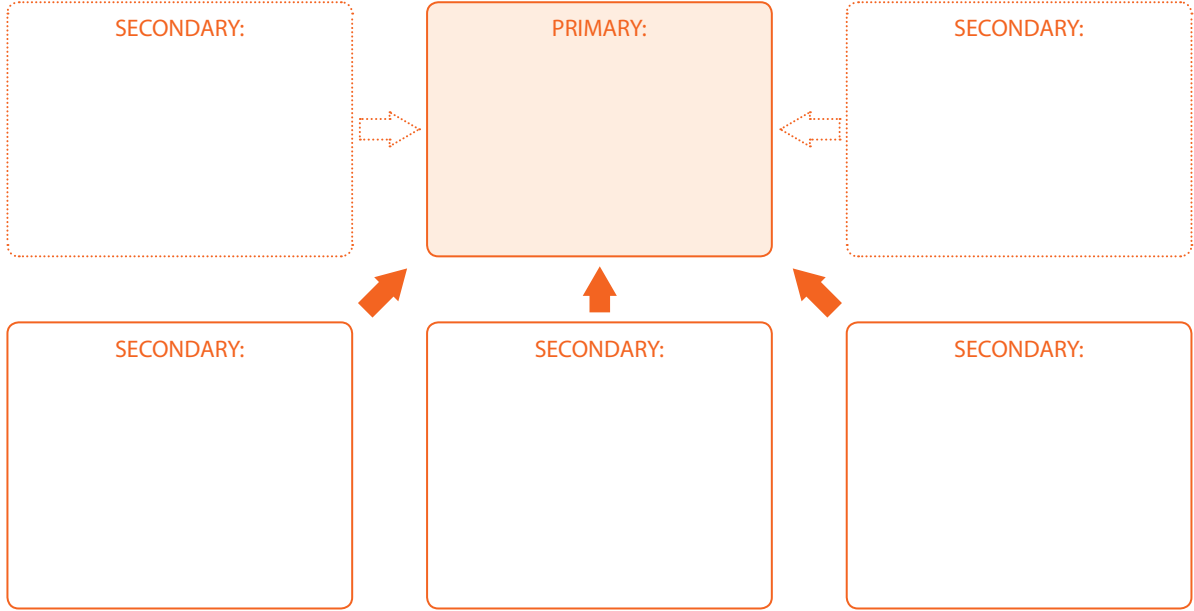
OBJECTIVE 1



OBJECTIVE 2



OBJECTIVE 3





5

OUR MESSAGES

TAILORED MESSAGES						
APPROACH						
TARGET						

Feel free to continue this table on another sheet of paper if you have identified more targets to create messages for...



6

OUR ACTIVITY PLAN

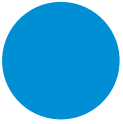
	TARGET	DATE	RESOURCES
OBJECTIVE 1			
OBJECTIVE 1			
OBJECTIVE 1			



OUR ADVOCACY ROADMAP



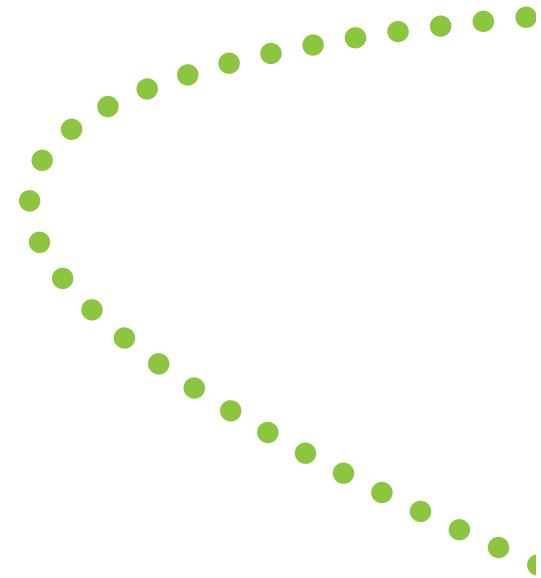
OBJECTIVES



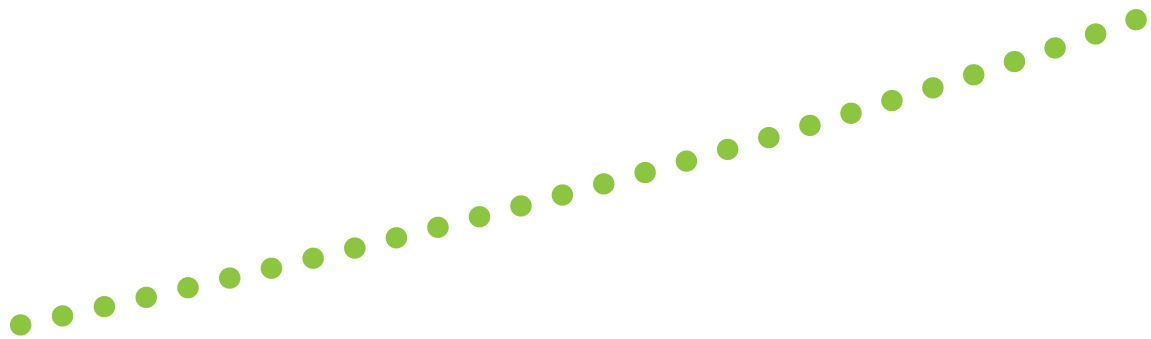
ADVOCACY
ACTIVITIES /
TACTICS



STEP-BY-STEP
ACTIONS

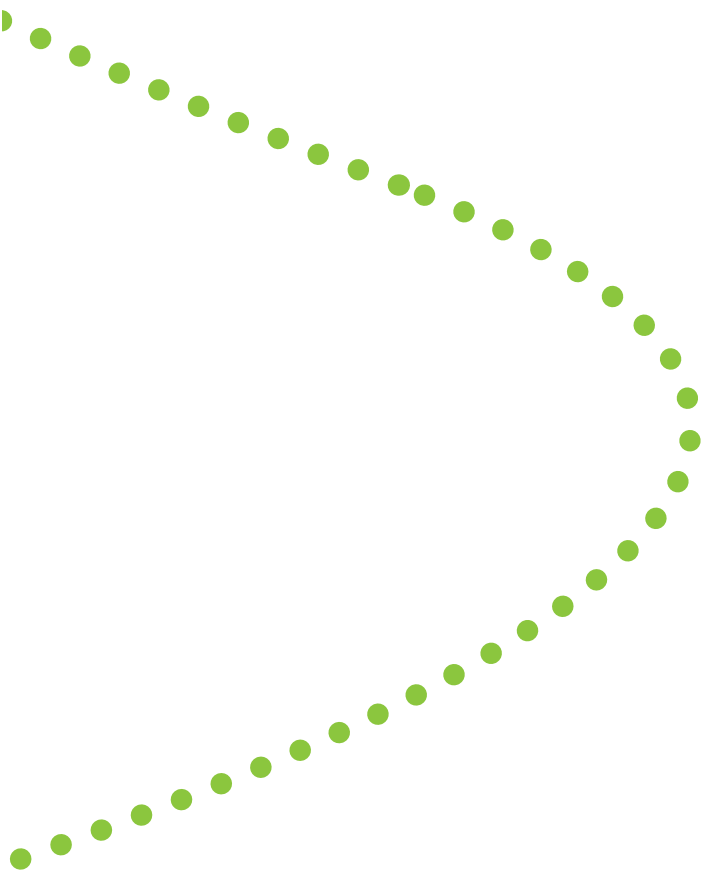


START POINT





END POINT:
ADVOCACY
GOAL
REACHED!



 To download an excel spreadsheet version of this Roadmap with additional features, visit [website](#)



LEARNING AND IMPROVING

STOP

What didn't work so well that we should consider stopping in the future, and why?

CONTINUE

What worked well that we could continue to do in future?

START

What could we start doing to improve?



NOTES