Steps of an Advocacy Campaign

10 Steps of a Campaign

Step 1) Identify the issue, root causes and evidence base

Step 2) Establish campaign goal(s) or objective(s)

Step 3) Identify key decision makers and those with influence over issue & root cause

Step 4) Identify team's assets (gifts, skills, and important relationships) and needs

Step 5) Identify potential partners and opposition

Step 6) Select tactics

Step 7) Form small teams to oversee various campaign roles

Step 8) Craft messages (and cater to audience and tactics)

Step 9) Enact selected tactics

Step 10) Measure progress and return to step 6 to adjust strategy (or step 2 to change target) as needed

1) Identify issue, root cause(s), and evidence base

Issue: How a particular social, economic, or environmental phenomenon is affecting a specific population and creating a situation of injustice

Root cause: Underlying reason(s) that this phenomenon is affecting this population negatively or failing to affect them positively

Evidence base: What data we (or other experts on this issue) possess that can demonstrate the problem and/or support a possible solution

2) Set campaign goal(s) or objective(s)

Use the SMART Goals method to ensure campaign objectives are…

Specific (includes details about the exact outcomes we seek

Measurable (allows for a clear method by which to assess the extent of success)

Achievable (is reasonable and realistic given the campaign team's size, resources, etc.)

Relevant to the injustice we ultimately seek to resolve

Time-bound: includes a target deadline by which the desired outcome should be achieved, with an understanding that systemic change is always slower than we *want* and often slower than we *expect*

3) Identify individuals and institutions who hold the power to make decisions (or influence decision makers) on our selected issue

- *Who has decision-making power over policies, programmes, or budgets related to this particular issue?*

- *Who has significant influence with these decision-makers?*

4) Identify team's assets and needs

Assets:

*What gifts, skills, and important relationships do members of our campaign team **currently have** to contribute to our effort?*

Needs:

*What **additional** gifts, skills, and relationships will be essential or supportive to our effort?*

5) Identify partners & opposition

Partners: *Who do we know (or could we contact) that has the additional gifts, skills, and relationships will be essential or supportive to our effort?*

Opposition: *What groups or other obstacles should we be prepared to see push back against or present a challenge to our efforts?*

6) Selection of advocacy tactics

- *What advocacy tactics (i.e. methods of advocacy) are **safe** for us?*

- *What advocacy tactics are **available** to us right now?*

- *Which of these tactics would be **most effective** in addressing the issue we have selected?*

Recall: Common advocacy tactics

- **Petitioning** (collecting signatures in support of a statement of our position on the issue of concern and our request for governmental action)
- **Letter-writing** to public officials
- **Personal phone calls** to, **or visits** with, public officials
- Rally, march, or other **physical public demonstration**
- **Artistic display or entertainment** to raise public awareness on our issue
- **Election guidance** (informing ourselves about positions of various candidates on our issue of concern and/or producing a voting guide encourages voters to consider these positions before casting their vote)
- **Digital awareness raising** on the issue (via social media, WhatsApp, websites, e-newsletters, etc.)
- **Ministry-integrated awareness raising** (integration of education on our issue into our interaction with communities we are already serving/leading (e.g. in our classrooms, parishes, social service centers))
- **Financial action** (making an intentional change to our buying/investing practices to call attention to or to influence the practices of a business/corporation)
- **Direct action** (physically obstructing/interrupting an injustice in progress)
- **Modeling** (seeking to make a change in our own institutional practices as a good example to offer to government)

Step 7) Form small groups to cover campaign team roles

Ask yourself: *Which of these roles best evokes my passions?*
Which of these roles is best suited to my skills?

Coordination: individual or small team who keep watch over the various moving parts to the campaign and ensure all activities remain relevant to and focused on the campaign goals

Communication: individual or small team who

> **Internal:** ensure that the full campaign team is kept updated on progress being made by each of its leading individuals/small teams

> **External:** facilitate distribution of campaign messages to the public by whatever medium is selected by the campaign team   (e.g. social media, newsletter, WhatsApp, phone calls, in-person meetings, e-mail, public announcement/speech/event)

Message craft: individual or small team who craft the exact language that should be used by everyone to explain exactly what we want and why we want it; often includes research

Partnering: individual or small team who will facilitate and sustain communication between campaign team and other individuals/institutions whose support we seek

Monitoring: individual or small group who measure progress toward goal(s)

8.a) Craft core messages

➢ **1 primary message:** identifies the problem/need for action

➢ **2-3 secondary messages:** identify approaches to resolving or reducing the problem

Should be:

• Informative: presents credible, clear, concise facts about the current situation and who is affected; statistics or numerical data very powerful)

• Emotional: (appeals to the heart, human compassion or self-interest, and/or moral duty; case studies useful)

• Actionable: directly names specific, achievable actions to take in response to the problem

• Urgent: emphasizes the hourly, daily, weekly, etc. cost of inaction

8.b) Tailor core messages

To each selected tactic/medium of message delivery:

- *How lengthy can our message be in this medium?*

- *How long is someone likely to give attention to our message in this medium?*

- *How formal or casual is this medium?*

To each target audience:

- *How much do they already know about this issue?*

- *What actions are possible/realistic/accessible for them?*

- *How can taking action benefit them?*

- *What type(s) of information or appeal will motivate them to act?*

- *What attitudes, prejudices, or pre-conceived notions might deter them from acting?*

*Review each tailored message to ensure it remains faithful to the core messages and consistent across all tactics and audiences