

Action Planning for an Advocacy Campaign



10 Steps of a Campaign

- Step 1)** Identify the issue, root causes and evidence base
- Step 2)** Establish campaign goal(s) and 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 & document selected tactics
- Step 10)** Measure progress and return to step 6 to adjust tactics (or step 2 to change target) as needed

Action Planning Reflection Questions

1. On which one or two issues would we like to work together?
2. Can we identify any State policy or programme in which a change would be helpful?
3. What types of actions would we like to take together in the next 6-12 months?
4. How will we organize and communicate among ourselves?
5. What support from JCoR would be helpful? What local partners or support would be helpful?