

Advocacy Plans – What should be in one?

Responsible officer:

Who is the lead Advocate?

Timetable

Is there a Parliamentary/Government timetable? Do you have to set your own timetable?

Policy background:

Brief details of the history of the policy area.

Objectives:

What do you want to achieve? What is your “ask”?

Key Targets:

Who will be taking the key decisions? Who do you really need to influence?

Allies and Opponents:

Who’s on your side? Who’s against you? Who’s in between?

Other stakeholders:

Who are other relevant players in the issue(s)?

Resources:

What people/funds are available to support the necessary action?

Briefings

What is/are needed, for what purpose and audience, when?

Meetings

Eg relationship-building, informing, events, visits, and other.

Media

Including social media

Mobilisation

What wider support, how to evidence that?

Review:

When does the strategy need reviewed?