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| GOAL | | *What is your long-term goal? This is an ambitious statement which is most likely unrealisable in the short-term* | |
| CONTEXT | | *How would you describe the overall situation in which you will be working in relation to your goal? What are the overarching trends (social, political, economic and technological), both short- and long-term, which frame the work you will carry out in pursuit of your goal?* | |
| OBJECTIVE 01  *What is your specific advocacy objective?*  *Objectives should:*  *- Contribute towards your goal*  *- Be SMART (Specific, Measurable,*  *Achievable, Realistic, Timebound)* | OBJECTIVE 02  *What is your specific advocacy objective?*  *Objectives should:*  *- Contribute towards your goal*  *- Be SMART (Specific, Measurable, Achievable, Realistic, Timebound)* | OBJECTIVE 03  *What is your specific advocacy objective?*  *Objectives should:*  *- Contribute towards your goal*  *- Be SMART (Specific, Measurable, Achievable, Realistic, Timebound)* | OBJECTIVE 04  *What is your specific advocacy objective?*  *Objectives should:*  *- Contribute towards your goal*  *- Be SMART (Specific, Measurable, Achievable, Realistic, Timebound)* |

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| OBJECTIVE  *What is your specific advocacy objective?*  *Objectives should be SMART (Specific, Measurable, Achievable, Realistic, Timebound)* | | PROBLEM STATEMENT  *What is the problem you are trying to solve? The problem statement should include:*  *- the specific issue*  *- the context / history of the issue*  *- the trends - the general direction the issue is moving in*  *- the driving factors - what is behind these trends? These could include political, economic, socio-cultural and technological factors* | |
| OUTCOMES  *What is the specific change you want to see? Your outcomes should:*  *- be measurable*  *- capture the exact change you would like to realise during your advocacy* | |
| MAPPING THE ECOSYSTEM | | | |
| PROCESSES AND DECISION-MAKING  *Understanding how and when key decisions are made is essential to being a strategic advocate.*    *Mapping the decision-making processes that influence your objectives and when key decisions will be made will help inform where and how to engage.* | TARGET GROUPS / INDIVIDUALS  *Who do you need to influence to achieve your objectives? Which organisations/ have influence within your problem statement? Which specific individuals within these organisations will you need to work with?*    *This mapping could include:*  *- the target organisations/groups who have influence*  *- the type of influence they have (formal, informal, direct, indirect)*  *- specific individuals within these groups/organisations who hold influence to achieve your objectives*  *- your existing relationships with these individuals* | PARTNERS /  CONTRIBUTORS  *Which organisations/groups are aligned with your objectives? Who has resources or contacts that your advocacy would benefit from?*    *Who can contribute towards you achieving your objectives?* | OTHER OPPORTUNITIES  *What opportunities can help you achieve your objective?*    *What changes/trends do you see that could contribute to and amplify your efforts?* |
| ADVOCACY PATHWAY | | | |
| ACTIVITIES AND OUTPUTS  *What are the specific activities you plan to undertake to achieve your objective?*    *How do these utilise the opportunities, trends and other factors identified in your mapping?*    *When will you complete these activities? How does the timing correspond to the processes and decision making opportunities identified in your mapping?*    *How will you engage? Who will you partner with? What evidence will you use?* | | RESOURCES  *Who will be involved in delivering this advocacy pathway?*    *What financial resources will this advocacy pathway require?* | REVIEW / EVALUATION  *What is your process for reviewing and evaluating your advocacy pathway?*  *When will you consider adapting your plan?*  *How do you know whether you are working towards your objective?* |

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| GOAL | |  | |
| CONTEXT | |  | |
| OBJECTIVE 01 | OBJECTIVE 02 | OBJECTIVE 03 | OBJECTIVE 04 |

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| OBJECTIVE | | PROBLEM STATEMENT | |
| OUTCOMES | |
| MAPPING THE ECOSYSTEM | | | |
| PROCESSES AND DECISION-MAKING | TARGET GROUPS / INDIVIDUALS | PARTNERS /  CONTRIBUTORS | OTHER OPPORTUNITIES |
| ADVOCACY PATHWAY | | | |
| ACTIVITIES AND OUTPUTS | | RESOURCES | REVIEW / EVALUATION |