

Resource 7.1 Advocacy planning

The following tables will help you to plan and discuss who you want to advocate to, what your key messages are for these organisations, and how you will deliver your advocacy. Worked examples are given to help you.

1) What do you want to achieve through advocacy?

Aims (try to keep these to a maximum of 5)

2) Who can help you achieve your targets?

Who?	Why? (i.e. can they support you financially, with knowledge, with contacts and networks, by influencing others, or by increasing numbers of visitors etc?)	Common interests with your work

3) What is your key message and what evidence do you have to back up this message?

Who?	Desired outcome/target	Message	Evidence

4) What communication channels/ media will you use to get your message across?

Who?	Communication channel