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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 |