**Tool 2.1.10 Template Advocacy priority work plan**

**Advocacy Priority Work Plan: [Issue / topic]**

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|  **Internal stakeholders (targets)***List in order of priority and significance – who has the power to make the necessary changes? How do we reach them? What do we want from them?* | **Objectives / Calls to action** *What do we want to achieve through advocacy? What is the BIG change we want to see? (the asks – laws, policies and programs that need to be developed or changed)* | **Politics and environment***What political and environmental issues/challenges do we foresee? How will they impact us? How can they be overcome through influence & advocacy?*  |
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| **External stakeholders (targets)***List in order of priority and significance – who has the power to make the necessary changes? How do we reach them?* | **WHAT (the problem, the endgame and asks):***What is the BIG issue/problem? Is it grounded in solid evidence & expertise? How can we break it down? (smaller parts of the problem)? What needs to happen to overcome these problems?* **WHY (the case for change):***Why should this change be prioritised (the urgency/evidence? Is there already momentum around this? Can we add comparative value to addressing the issue? Why hasn’t change happened yet? (understand the opposing view; don’t make the problem sound insurmountable)* | **Success measures***How will we measure our influence? Outputs & intermediate level outcomes? SMART metrics – soft (e.g. access, awareness, understanding) and hard (e.g. policy change, action appreciation).** *Connective impact – have we found the right people? Have we connected with them?*
* *Are we changing the environment of discussion?*
* *Normative change – are new norms reflective of changing policy?*
* *Operational impact (on the ground change)*
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| **Allies/partners***Who can we partner with to strengthen and/or complement our advocacy? (e.g. UN agencies, INGOs, LNGOs, CSOs, academia (learning & research), reference centres, private sector linkages)* | **Resources** *What are the relevant frameworks impacting this issue? What resources (budget, personnel, skills, communications collateral) should we allocate? What research/evidence and other resources do we have/are we developing?* | **Phased timing***When can we influence change? (elections, budget cycles, campaigns)**When can we create opportunities to influence change? (proactive – special days, international & national days, conferences, etc.)**
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