

ADVOCACY CAMPAIGN OUTLINE¹

1. Conducting Advocacy Research

- A. Gather initial information about a social problem or issue. This includes beginning research to understand the problem.
- B. Define the problem. Three step process: 1) Become aware of the issue, 2) Refine the problem within the small group/organizational context, 3) Determine problem priorities.

Community Tool Box, *op.cit.*, Chapter 31: Conducting Advocacy Research
http://ctb.ukans.edu/tools/en/chapter_1031.htm

Section 1. How to Conduct Research: An Overview
Section 2. Conducting Studies of the Issue
Section 3. Gathering Data on Public Opinion
Section 4. Studying the Opposition
Section 5. Requesting Accountability
Section 6. Demonstrating Economic Benefit or Harm

2. Develop the MISSION, GOALS, and OBJECTIVES for the Campaign

- A. The mission. The mission statement tells what the campaign is about. It is a broad statement which provides a general direction for organization or task group's work (i.e., what the campaign is about) (Healthy Families, Ending Hunger).
- B. The goals. Goals provide a general direction and commitment to action, but are rarely achieved.), (e.g., to reduce tobacco advertising aimed at minors; to improve nutrition in school lunches).
- C. The objectives. Objectives are relevant, attainable, measurable, and time-limited outcomes to be achieved.

Community Tool Box, *op.cit.*, Chapter 30. Principles of Advocacy
http://ctb.ukans.edu/tools/en/chapter_1030.htm

Section 1. Overview: Getting an Advocacy Campaign Off the Ground
Section 2. Survival Skills for Advocates
Section 3. Understanding the Issue
Section 7. Developing a Plan for Advocacy

3. Design the Advocacy Campaign

- A. Determining community and system changes (i.e., new or modified programs, policies, and practices) the group hopes to bring about. [Include the specific changes (e.g., new hiring policy) sought by the Advocacy Campaign].
- B. The action steps required (Who will do what by when to bring about the specific changes to be sought)

¹ Modified from: The Community Tool Box. "Outline for Planning an Advocacy Campaign."
<http://ctb.ukans.edu/tools/advocateforchange/outline.jsp>

Community Tool Box, op.cit., Chapter 18: Deciding Where to Start
http://ctb.ukans.edu/tools/en/chapter_1018.htm

Section 1. Designing Community Interventions
Section 2. Participatory Approaches to Planning Community Interventions

4. Identify Resources and Assets

- A. The number and kind of people who are available and committed
- B. The financial resources available
- C. The communication technologies, facilities, and other material resources available
- D. The information and ideas that could be helpful
- E. Other assets that can be used to support the effort

Community Tool Box, op.cit., Chapter 7: Encouraging Involvement in Community Work
http://ctb.ukans.edu/tools/en/chapter_1006.htm

Section 1. Developing a Plan for Increasing Participation in Community Action
Section 2. Promoting Participation Among Diverse Groups
Section 3. Methods of Contacting Potential Participants
Section 4. Writing Letters to Potential Participants
Section 5. Making Personal Contact with Potential Participants
Section 6. Involving Key Influentials in the Initiative
Section 7. Involving People Most Affected by the Problem

5. Indicate Potential Allies and Opponents

- A. Identify likely allies and how they will support the effort
- B. Identify likely opponents and how they might resist or oppose the effort
 - (1) State the likely purposes of the opposition
 - (2) Outline tactics that may be used by the opposition
 - (3) Indicate how the opposition can be countered

Community Tool Box, op.cit., Chapter 30. Principles of Advocacy
http://ctb.ukans.edu/tools/en/chapter_1030.htm

Section 4. Recognizing Allies
Section 5. Identifying Opponents
Section 6. Encouraging Involvement of Potential Opponents & Allies

6. Identify Targets and Agents of Change

- A. Describe the targets of change in light of anticipated allies and opponents (i.e., those whose behavior should change). Indicate how conditions should be changed to affect their behavior.
- B. Describe agents of change (i.e., those who can contribute). Indicate how conditions should be changed to support their engagement in the effort.

Community Tool Box, op.cit., Chapter 18: Deciding Where to Start
http://ctb.lsi.ukans.edu/tools/en/chapter_1018.htm

Section 3. Identifying Targets and Agents of Change: Who Can Benefit
and Who Can Help

Community Tool Box, op.cit., Chapter 6. Promoting Interest in Community
Issues http://ctb.ukans.edu/tools/en/chapter_1005.htm

Section 1. Developing a Plan for Communication
Section 2. Using Principles of Persuasion
Section 3. Preparing Press Releases
Section 4. Arranging News and Features Stories
Section 6. Preparing Guest Columns and Editorials

7. State the Strategies and Tactics of the Campaign

- A. Identify those strategies that will be used. Based on the particular situation/context, state the specific strategic goals and tactics that will be used.
- B. Review whether the planned strategies/tactics meet the group's criteria and situation. Consider whether they:
 - (1) Fit the group's style (Are group members comfortable with the approach?)
 - (2) Uses available resources and allies (i.e., Does it take advantage of the group's strengths? Engage its allies? Deter opponents?)
 - (3) Are flexible (i.e., Does it permit adjustments with changing situations)
 - (4) Are likely to work (i.e., Does it bring about the desired effect with the issue and with opponents?)

Community Tool Box, op. cit. Chapter 33: Conducting a Direct Action
Campaign http://ctb.ukans.edu/tools/en/chapter_1033.htm

Section 1. Writing Letters to Elected Officials
Section 2. Writing Letters to the Editor
Section 4. Filing a Complaint
Section 5. Seeking enforcement of Existing Laws or Policies
Section 6. Using Personal Testimony
Section 7. Lobbying Decision-makers
Section 9. Conducting a Petition Drive
Section 10. General Rules for Organizing for Legislative Advocacy
Section 11. Developing and Maintaining Ongoing Relationships with
Legislators and their Aides
Section 12. Registering Voters
Section 13. Conducting a Public Hearing
Section 14. Organizing Public Demonstrations
Section 17. Organizing a Boycott
Section 18. Organizing a Strike

Community Tool Box, op.cit., Chapter 5. Choosing Strategies to Promote Community Health & Development

http://ctb.ukans.edu/tools/en/chapter_1010.htm

- Section 1. Strategies for Community Change and Improvement
- Section 4. Systems Advocacy and Community Organizing
- Section 5. Coalition Building I: Starting a Coalition
- Section 6. Coalition Building II: Maintaining a Coalition

Community Tool Box, op. cit., Chapter 34: Media Advocacy

http://ctb.ukans.edu/tools/en/chapter_1034.htm

- Section 1. Working with the Media
- Section 2. Making Friends with the Media
- Section 3. Creating News Stories the Media Wants
- Section 4. Using Paid Advertising
- Section 5. Meeting the Media
- Section 6. Changing the Media's Perspective on Community Issues

8. Describe the evaluation of the Advocacy Campaign

- A. Clearly state what indicators will signify "success" (e.g., in bringing about community and systems changes; in achieving longer-term outcomes).
- B. Describe how measures of success can be obtained (e.g., review records; interviews).
- C. Indicate how the initiative will make sense of the results (e.g., how data will be analyzed; how those affected will be involved in interpreting the information).
- D. Describe how the information will be used to improve the effort (e.g., feedback will be provided to leadership and membership; retreats to review progress and make adjustments)

Community Tool Box, op. cit., Chapter 36: Introduction to Evaluation,

http://ctb.ukans.edu/tools/en/chapter_1036.htm

- Section 1. A Framework for Program Evaluation: A Gateway to Tools
- Section 5. Developing an Evaluation Plan

Community Tool Box, op. cit., Chapter 38: Some Methods for Evaluating Community Initiatives, http://ctb.ukans.edu/tools/en/chapter_1039.htm

- Section 1. Measuring Success: Evaluating Comprehensive Community Health
- Section 2. Gathering Information: Monitoring Your Progress
- Section 3. Rating Community Goals
- Section 4. Rating Member Satisfaction
- Section 5. Constituent Survey of Outcomes: Ratings of Importance
- Section 6. Reaching Your Goals: The Goal Attainment Report
- Section 7. Using Behavioral Surveys
- Section 8. Conducting Interviews with Key Participants
- Section 9. Gathering and Using Community-Level Indicators

9. Implement the Advocacy Campaign!

10. Evaluate the Advocacy Campaign

Community Tool Box, op. cit., Chapter 39: Using Evaluation to Understand and Improve the Initiative http://ctb.ukans.edu/tools/en/chapter_1047.htm

Section 2. Providing Feedback to Improve the Initiative

Section 4. Communicating Information to Funders for Support and
Accountability