

3 HOW DO YOU INFLUENCE DECISION-MAKERS?

- Create a well-defined message
- Identify and build a core team of supporters and influencers
- Choose the correct campaign tactic(s)
- Establish a clear timeline for implementation

2 WHO DO YOU NEED TO INFLUENCE?

Identify your target

1 WHAT NEEDS TO CHANGE?

- Identify the issue
- Research your subject
- Set a clear goal

4 MANAGING RISKS

- Identify possible risks
- Categorize them as low, medium and high, and discuss strategies to deal with them

5 MONITORING SUCCESS

Regular updates on the positive and negative impacts of the campaign

PROCESS
TO
PLAN AN
ADVOCACY
CAMPAIGN

