



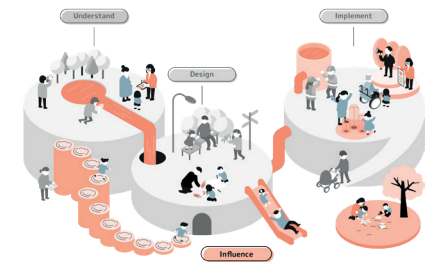


-  **Format**
template, team workshop
-  **Group size**
small
-  **Time**
1-2 hours, return regularly
-  **Facilitation experience**
high



Advocacy plan

What is it? An advocacy plan brings together all the components of your advocacy strategy: activities over time.

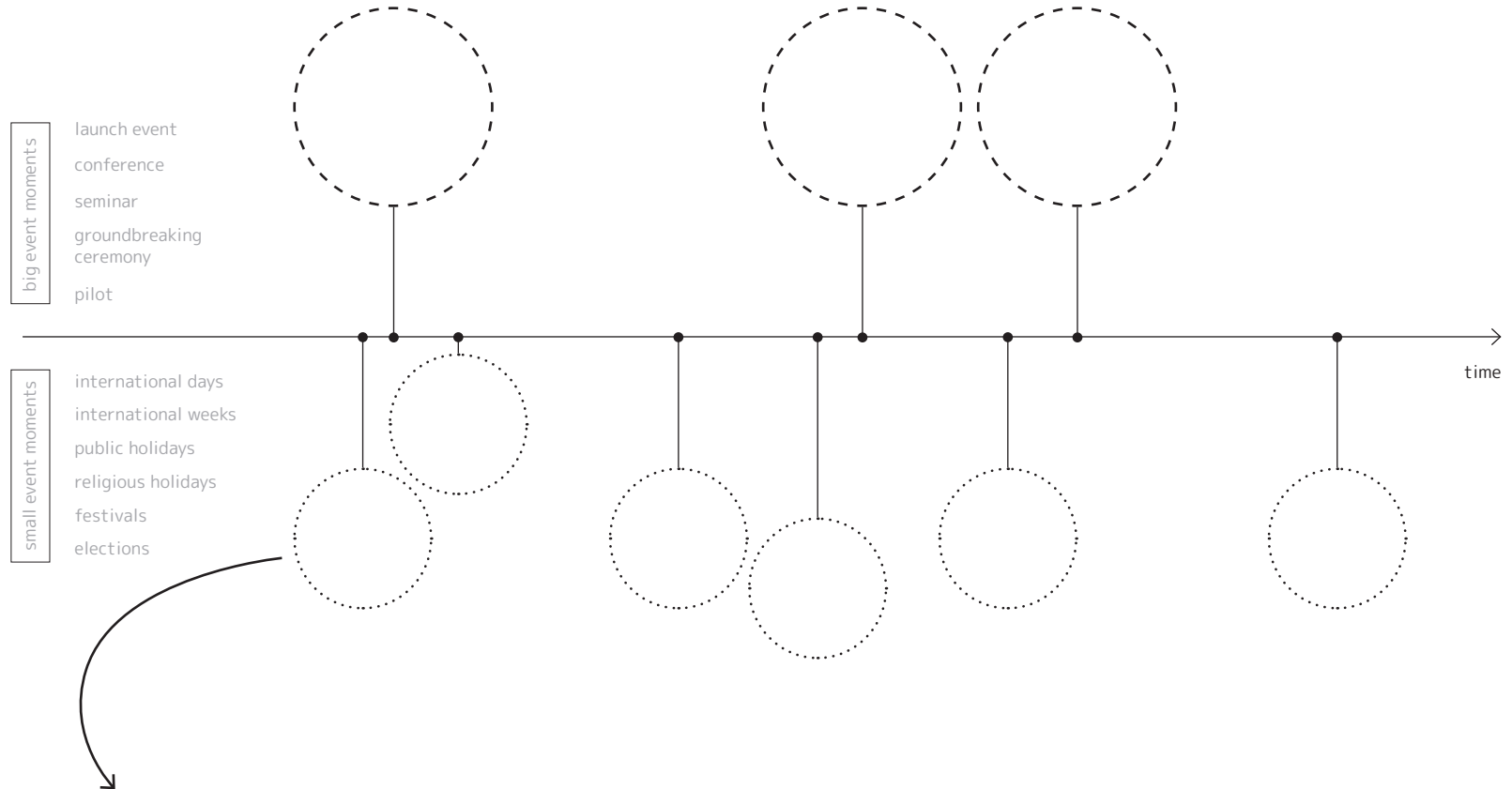
How to use it? As you move to delivery planning, have in front of you your **strategic approach**, your identified **audiences** and your **persona** research, your **core messages** and the different ideas of **channels**, platforms and activities that you have generated to influence your personas.

Once you have sifted ideas according to the time, budget and people resources you have available, divide them into big and small **engagement moments** and map them on to a timeline, following the template.

If there are different elements to your strategic approach, create a key to align activity to each of these elements, to make sure your planning reflects your strategy.

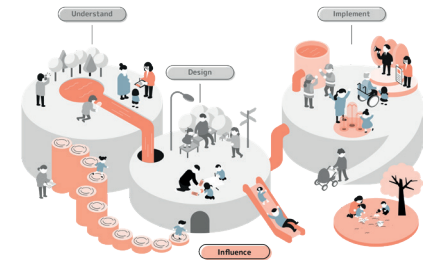
Fill out the **table** for each moment to help plan for delivery and identify any gaps in resources or information.

Keep in mind: Include other events or activities that could impact on your project, such as public holidays, national campaign days or elections. These could provide opportunities or simply guide you on planning your own activity.



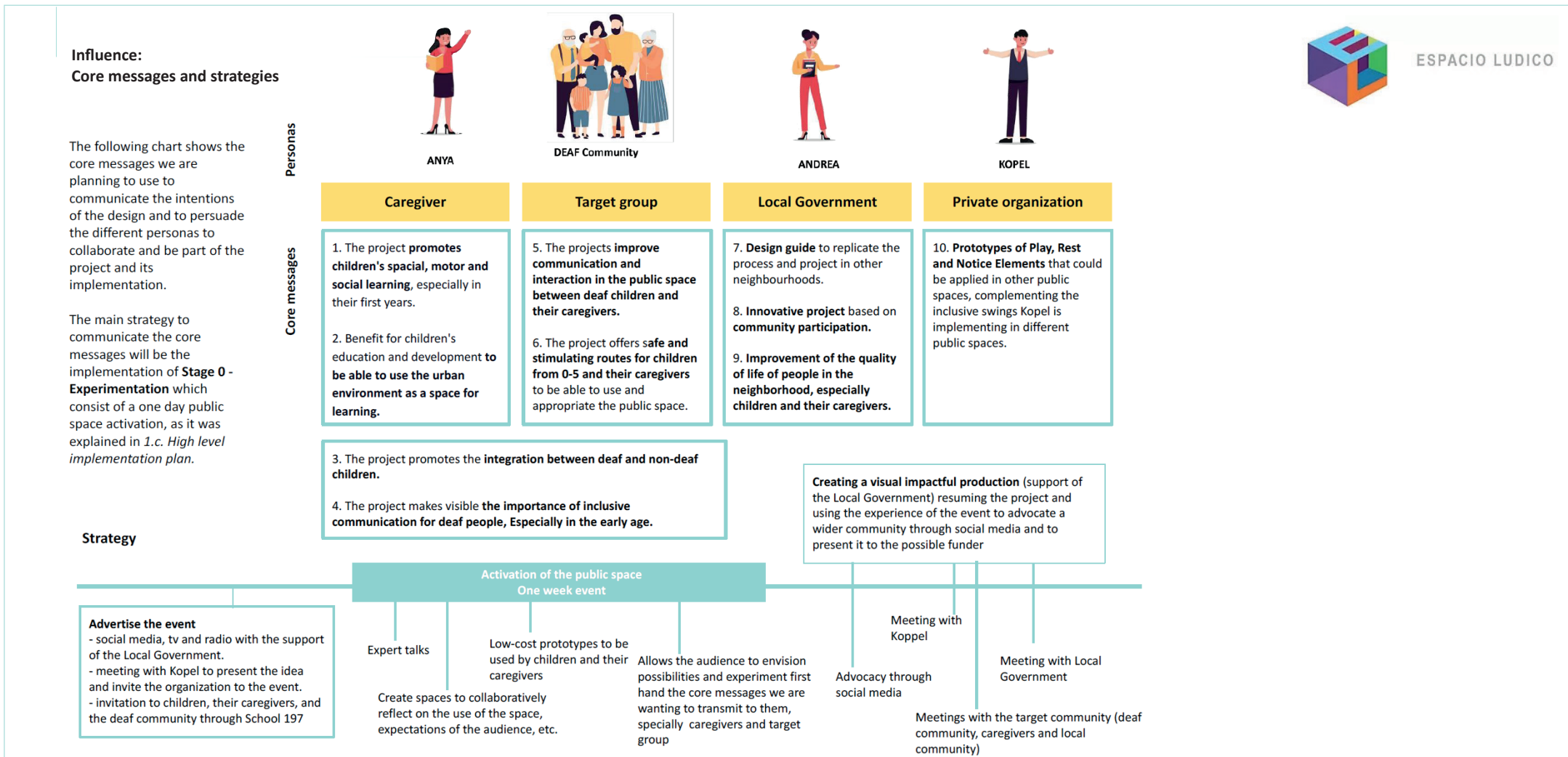
date	moment	target audience	strategic objective	detail	material required	support needed	key indicators to measure
		<ul style="list-style-type: none"> • children 0-5 • pregnant women • healthcare workers • ... 		<ul style="list-style-type: none"> • number of attendees • purpose activities • outcomes 	<ul style="list-style-type: none"> • printed material • press release • post-event interviews • teaser graphic • social media assets • tailored invitations • briefing note 	<ul style="list-style-type: none"> • responsible person and additional resources (skills, time, money, people) 	<ul style="list-style-type: none"> • social media followers • number of times the project appears on radio, TV • number of downloads • number of times the project was replicated • number of attendees

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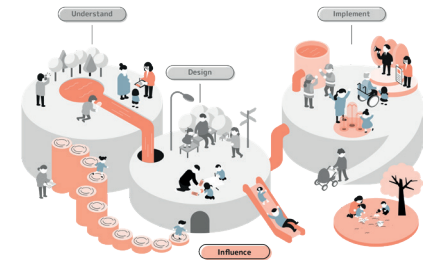


Advocacy plan #example

Developing the Advocacy Plan by **Espacio Ludico** for the “Sensing the City” project proposal in Montevideo, Uruguay (October 2022)



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Advocacy plan #example

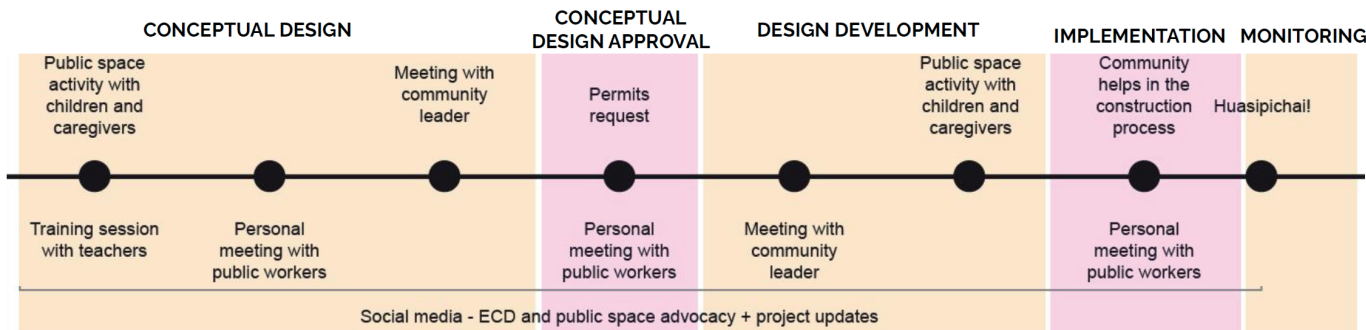
Developing the Advocacy Plan by **Huasipichanga** for the “School into Nature” project proposal in Cuenca, Ecuador (October 2022):

COMMUNICATION STRATEGY

INFLUENCE



The proposal is based on a program of socialization meetings, which seek to maintain direct and effective contact with the target audience. The program will be held at different phases of the project's execution with the objective to solve doubts and answer questions of these groups. Similarly, with the support of social (media) networks, we will create collaborative advocacy campaigns to spread the message to the rest of the city as well as our external networks.



EMAC (City Department of Parks and Waste Management)

Key objectives:

- Understand the language of policy makers
- Raise awareness on ECD and nature-inclusivity
- Come on board/show interest
- Lead the change in politics

Approach:

- Official channels of communication
 - Written requests for permits
- Personal meetings with key contacts
- Advocate for ECD through our social media campaigns
- Strategic WhatsApp communication

DGM (City Department of Mobility Planning)

Key objectives:

- Raise awareness on ECD and soft mobility
- Come on board/show interest
- Lead the change in politics
- Policy change

Approach:

- Official channels of communication
 - Written requests for permits
- Personal meetings with contact persons
- Advocate for ECD through our social media campaigns
- Strategic WhatsApp communication

Pinceles y Margaritas school

Key objectives:

- Raise awareness on ECD and playful learning
- Come on board/show interest
- Lead the change in the community

Approach:

- Teacher's training about ECD and playful learning
- Regular meetings with the school and their funding partners
- Fun and educational activities in public space around the school
- Strategic WhatsApp communication (personal and groups)