

Advocacy Plan Template

I. Cover Sheet

Not all sections need to be filled in automatically.

Short Title: <i>A short descriptive name for the issue</i>	
Proposal Development Background	
<ul style="list-style-type: none">• Legislative process: • Stage: (early to late)	
Priorities: <i>Outline of your identified priorities on this issue</i>	
Governance: Ownership	Lead

II. Issue Sheet

Policy objective: <i>A statement of the general policy area and objective</i>
Advocacy goals: <i>What will this plan specifically achieve?</i>
Implications of Issue History / Past Votes / Previous linked Legislation <ul style="list-style-type: none">• <i>What is the worst case scenario if we do nothing</i>• <i>Has a similar vote happened recently? What was the outcome/lessons learned?</i>

Key messages: <i>Bullets setting out what we propose to argue in order to secure those goals</i>	Rejoinders: <i>What others might say in response</i>
Challenges: <i>What opponents are saying?</i>	Rebuttals: <i>Our answers</i>
Materials:	
Advocacy Documents	
	y/n
Narrative	
One-pager, leave behind	
Key messages	
Q&A	
<i>Amendments</i>	
<i>Letters, e-mails etc</i>	
Supporting Evidence	
	y/n
Data developed by us	
Data received from others	
Study commissioned	

III. Potential Allies & Opposition

Allies	Position/contact	Opponents	Position

IV. Advocacy Status & Timeline

Power analysis

Policy change objective	Who are the key decision makers? What is their	Who can influence them?	What will influence the decision makers?	Who are the key allies or partners on this issue?	What are the particular decisions made?	Implications? What advocacy strategies and activities will be best

	current position on the issue: Champions Swingers Blockers			What is their influence and position? What role can they play?	Are the opportunities closed or open?	effective given this analysis
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V. Critical Path

Impact Chain or the Theory of Change

This details how you intend to achieve your goals. It spells out what specific actions and steps you intend to take. It helps identify at the start if what you want to achieve is feasible.

Table: The impact chain

Inputs	Activities	Outputs	Objectives/Outcomes	Goals/Impact
Time, money, people, etc. needed	Things to do	Results of activities; things produced	Changes in policy etc.	Ultimate goal
		Indicators	Indicators	

VI. Resources

PA plans need budgets and people. If you have not worked out a good estimate of the resources in advance, in terms of people time, and costs for reports, websites, material, it makes winning a lot harder.

Budget summary

Action	When	Cost	Signed off
Report x	10 September	10K	
30% of X time issue lead			
20% of Y advocacy lead			

VII. Risks and Contingency Plans

There are always major risks to achieving advocacy goals. It is helpful to describe what they are in advance and take steps in advance to mitigate against them.

Table: Risk Analysis

Risk	Risk's impact on campaign	Probability of happening Very likely 4, 3, likely 2, unlikely 1, very unlikely 0	Potential impact Very High: would prevent goals from being achieved 3	Mitigation Strategy	Who is responsible	Update

VIII. Exit Strategy

At the end of the file, such as around the adoption of a piece of legislation, it is useful to consider in advance what action(s) will be taken. If no future action is going to be taken, it is helpful to communicate this internally and externally from the start and certainly at the end.