

An advocacy campaign model

step 1

What is the issue?

- Identify the issue.
- Why tackle this issue at this time as opposed to other issues?
- Why prioritise this issue?

A brief analysis of the issue:

- What are your views on the issue?
- Why are you concerned about this issue?
- What is your agenda?
- What other views are there on this issue?
Have you consulted both women and men?
- Whose interests are served by each view?
- Whose interests do you believe you are serving?

step 2

How can you find out more about the issue?

- Gather information on the issue in your national or local context.
- Research regional or international examples and comparisons.
- Become familiar with current policy, principles or guidelines.
- Find precedents set in other contexts.

step 3

What is the vision of your campaign? What are the goals along the way?

- In the light of your research, do you still hold the same position on this issue?
- Establish non-negotiables/bottom lines.
- Identify your goals clearly. Focus on small steps.

step 4

Identify the players

- Who are you targeting?
- Who has the power?
- Who are your allies?
- Who are your opponents?

step 5

What strategy will you use to achieve your goals?

Formulate an action plan (including some or all of the following tactics):

- Consider what human and financial resources you have at your disposal.
- Form a campaign committee that is gender-balanced with relevant subcommittees.
- Build alliances with other interest groups that are potential stakeholders in the campaign.
 - Develop allies and consider how to engage with them
 - Set up e-groups
 - Mobilise people you have identified as players
- Raise funds.
- Distribute information, e.g. in a newsletter.
- Appoint spokespersons and identify charismatic individuals who will publicly associate themselves with the campaign.
- Get media coverage:
 - Press releases
 - Letters to the editor
 - Articles in the press

- Newspaper ads
- Messages on radio and TV – chatshows, interviews, radio ads
- Posters
- Protest songs
- Get public attention:
 - T-shirts
 - Stickers
 - Buttons
 - Murals
 - Hold public forums/meetings
 - Organise road shows
 - Public protests – consider using unusual actions
- Identify key players and develop strategies to lobby government and other sectors.
- Consider how to engage with opponents, e.g. public debates.
- Deal with attacks and counter arguments from opponents.
- Consider potential risks or consequences, e.g. for your personal safety.

step 6

How will you monitor and evaluate the success of your campaign?

- Document the process of the campaign.
- Record any responses to the campaign, e.g. press cuttings, photographs.
- Consider mechanisms for changing tactics where necessary.
- Assess your successes and failures relative to your goals.
- How will you strengthen your campaign and take it further?

MISA *media advocacy toolkit*

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Promoting media diversity, pluralism, self-sufficiency and independence

