

# ADVOCACY PLAN CHECKLIST

## *What's the best way to plan?*

- Planning is done as a group
- Plans are recorded in a way that is easy to get at and use later
- What should we plan?
- Planning is done under six headings: goals; resources and assets; supporters /opponents; targets and agents of change; strategy; and tactics

## *How do we plan for goals or objectives?*

- Planning is done for long-term, intermediate, and short-term
- Objectives are SMART + C: Specific; Measurable; Achievable; Relevant; Timed; and Challenging
- How should resources and assets be included in the plan?
- The following resources are included: funds; people currently available, and likely to be available in the future; important contacts; and facilities

## *How should degrees of community support be included in the plan?*

- Make an inventory of allies and opponents
- Check to see if people who are normally opposed to you may support you and if those who normally support you may oppose this goal

## *Which specific people or agencies should be included as targets or agents of change?*

- Refer to your work in digging up the root causes of the problem
- Identify the person (or agency) who absolutely needs to make a change if your goals are to be achieved
- Think about people who can be agents of change - include those who at first sight might look like targets for change, but may be able to be "turned," so they become agents for the group's goals

## *How should you plan your strategy?*

- Decide on your strategy
- Prepare to be flexible, reacting to changing needs and conditions
- Make sure that each strategy you consider will help reach your goals; will suit your style; will use your allies appropriately; and will work

## *How should you plan your tactics?*

- Pick those that best carry out your strategy
- As you plan each tactic, decide who will do it, when, with what resources, using which allies, and ponder what opposition and resistance it might meet

## *How should you put it all together?*

- You have a loose-leaf binder or computer file in which to store the separate sections
- Or make big charts showing the plans for each action across different sections
- Or both