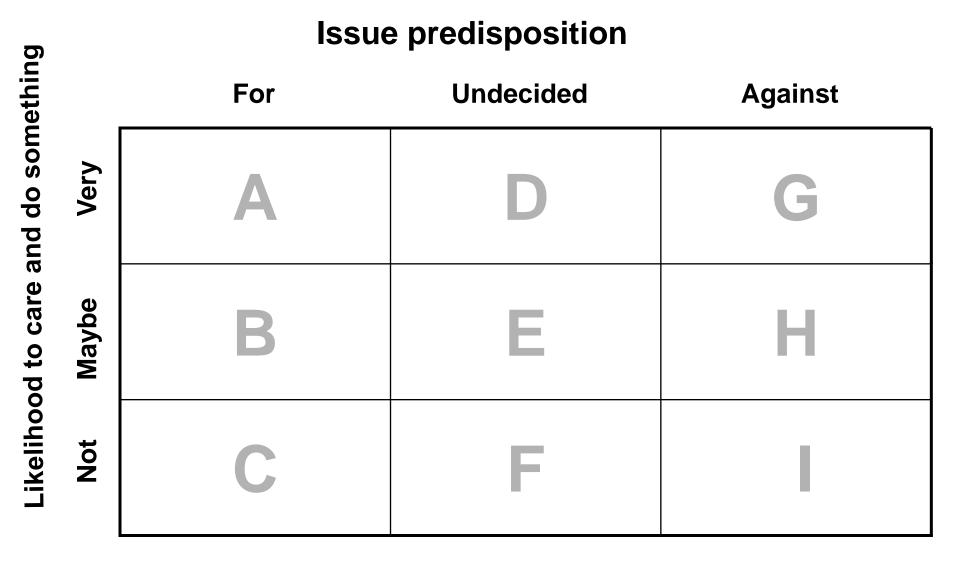
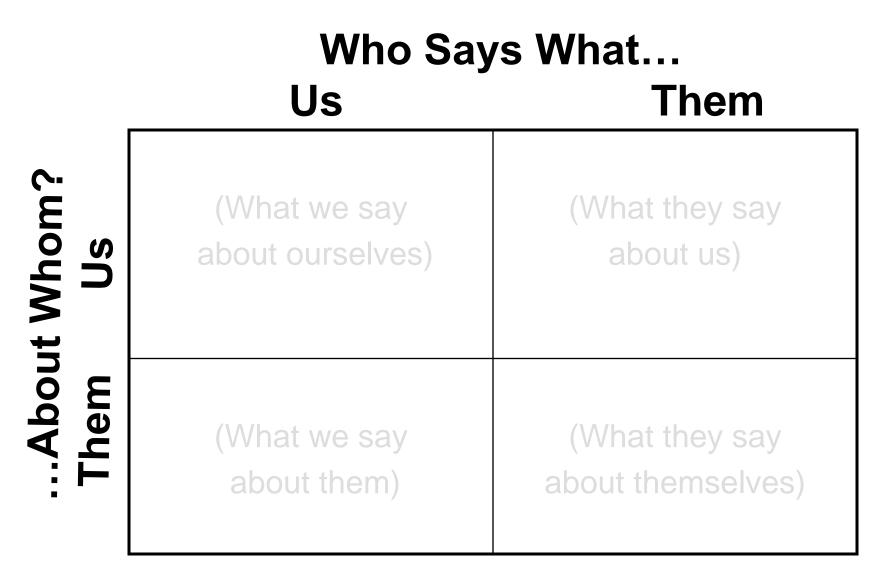
Exercise: 1) Select 1 reform in 1 country per table 2) Discuss/explain the situation and 3) locate real individual stakeholders and groups of stakholders on the matrix.



Exercise: 1) select the same reform, same country as previous exercise 2) write relevant statements in each square of the message box.

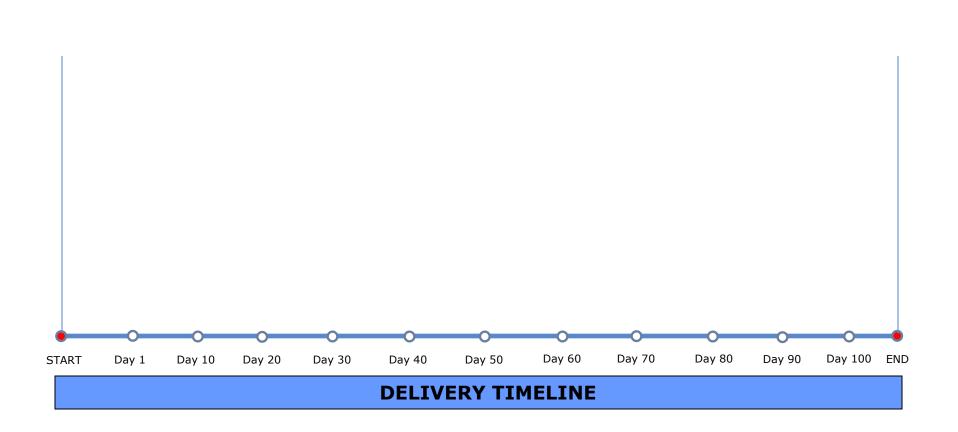


## Exercise: 1) select the same reform, same country as previous exercise 2) write the message that will help you promote a reform sucessfully.

A discrete amount of information, founded in empirical research and in the times, and drawing a distinction from others, communicated effectively to a narrow group of stakholders who have not yet made up their minds.

## Your message:

Exercise: 1) select the same reform, same country as previous exercise 2) Plan the delivery of your messages over a 100 day period.



## Advocacy campaigns, step by step

Diagnose	Design	Develop	Deploy	Debrief
Who are the winners and losers of the reform? What are potential levers?	With whom do we want to build relationships? What is the outcome we want to achieve?	What channels are most appropriate to reach target audiences? What is the best timing?	Are we prepared to implement activities? Are we managing conflict and risk appropriately?	Did our advocacy efforts achieve its/their goals? How can we achieve greater support in the future?
Identify key stakeholder audiences Survey stakeholders Analyze stakeholders issues and perceptions Conduct stakeholder mapping exercise Assess communications environment and channels	<ul> <li>Set advocacy objectives</li> <li>Prioritize stakeholder groups and determine approaches</li> <li>Identify stakeholder messages</li> <li>Define success indicators</li> </ul>	<ul> <li>Choose priority audiences and messages</li> <li>Identify tools and tactics</li> <li>Develop timing and sequencing of activities</li> <li>Define evaluation criteria for activities</li> </ul>	<ul> <li>Implement Advocacy Action Plan</li> <li>Communications activities</li> <li>Stakeholder engagement activities</li> <li>Monitor and adjust strategy/plan as needed</li> </ul>	<ul> <li>Evaluate (overall advocacy campaign and specific activities)</li> </ul>
<ul> <li>Stakeholder</li> <li>Analysis</li> <li>Communications</li> <li>Audit</li> <li>Project Brief</li> </ul>	▶ Advocacy Strategy ▶ Message Matrix	<ul> <li>Advocacy Action Plan and Timeline</li> <li>Advocacy budget</li> </ul>	<ul> <li>Communications Activities</li> <li>Stakeholder Engagement Activities</li> <li>Monitoring reports</li> </ul>	<ul> <li>Activity assessment</li> <li>Advocacy strategy assessment</li> <li>Lessons learned documents</li> </ul>
Audi	t	t ect Brief	t ect Brief	t Engagement Activities