**TEMPLATE FOR ADVOCACY PLANNING**

*This template is designed to be used internally to help lay out the steps needed for successful advocacy.*

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| **What is the issue?** *(situation analysis)* | *Brief explanation: 3 to 5 sentences* |
| **What do we want to change/achieve?** *(objective)* | *One sentence* |
| **Why is this change necessary?** *(what will happen if we do not act)* | ***Key messages*** *– limit to 3 or 5 maximum**1.**2.**3.* |
| **Who has the power to make this change?** *(target audiences)* | *List actors, as specific as possible. Can the Cluster reach the target audience directly, or is another interlocutor needed? If so, identify who they can be.* |
| **Who has also an interest in changing this?** *(allies and partners)* | *Specify who could be allies - who will* ***definitely*** *help sharing the messages - and partners - who could be* ***potentially*** *interested in conducting joint activities* |
| **What do we need to do to create this change?** *(activities)* | *What activities are required? Do we have specific recommendations on how to achieve the results?* |
| **How can we make the change happen?** *(advocacy tools)* | *What is the best way to reach the target audiences? E.g. policy brief, situation update, donor briefing, specific meetings, social media product, etc. Consider what is needed if the Cluster reach the target audience directly, or what is needed to brief and persuade an interlocutor? Consider budget and resources available* |
| **How will we monitor and evaluate the advocacy actions?** *(indicators)* | *Consider indicators which can help us identify the success, i.e. # of mentions of the topic in meetings/documents, # of meetings convened, # of documents to be produced, # of campaigns etc.* |

**Target events**

Identify any specific dates, events, or meetings that you identify as a good opportunity for advocacy or communication on the topic:

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| **Event** | **Date/period** | **Background info** | **Approach / products needed** | **Focal point** |
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