**Template for EiE Advocacy Strategies**

*Developed by the 2018-2021 INEE Advocacy Working Group (INEE AWG)*

**Available in** [**English**](https://docs.google.com/document/d/1BLsJ9FgagtDdB2ohUKLrvbK6vfR7oi4ZX9CWOy1_MvA/edit)**,** [**français**](https://docs.google.com/document/d/1cQHvcgtJW6_GTuX_ZQWui0wqbDdnAqFnZy3S0kh5nYU/edit)**,** [**español**](https://docs.google.com/document/d/1pUlpCoalSCKFKZHoFOfNVe3QLDDTH8bQpXQaI40rhTc/edit)**,** [**português**](https://docs.google.com/document/d/1TW3cHgcQFsTNVFSyMFBvDD6LvSY66H9cZGdWNVhx6Zo/edit)**,** [**العربية**](https://docs.google.com/document/d/1USHJr4rsDRyURBl0Dbt-dqAzCuNyWC1jF6lHwOHqN9Y/edit)

*This template can be used and tailored to fit different levels of advocacy campaigns, events, and products. Depending on the scale, not all sections will be required. Ideally this template will be discussed and completed in a face-to-face workshop or completed and shared for comment by a team. For advice and support please contact* *advocacy@inee.org**.*

Find below each bold heading some guidance notes on filling in each section.

**1.** **Problem statement/context**

Explain briefly what the problem is and the impact it is having. Set out any major issues related to the context and how it relates to the problem.

**2.** **What are we trying to change? (in 1–4 bullets)**

Be clear about the change we are trying to create (our aim) and any objectives that need to be secured in order for the change to occur. For example:

Our aims are that

* All children aged X-X in X country affected by crisis receive a quality education by XXXX

In order to achieve those aims our change objective is

* An increase in government investment in education in emergencies of $£X by Year

**3.** **What process could deliver that?**

Will this change be delivered by changing policy or by changing behavior? If the former, are we trying to get policy implemented / enforced, or are we trying to get policy created? If the latter, will it be created via a budget, a bill, a policy announcement or a negotiating position?

**4.** **Strategic approach**

If writing a strategy on a policy theme, think about which of the 5 barriers to change apply in this case? (System doesn’t know, system has no incentive to act, system has powerful vested interests in other direction, we face competition, we’re wrong ….). How would we rank the barriers? What mix of lobbying, campaigning, PR, coalition building and research might overcome the barriers?

**5.** **What assumptions are you making with this strategy?**

Explain what assumptions you are making about [your] capacity to deliver this strategy and assumptions about the context.

We don’t want people to spend time creating strategies which can’t and won’t be implemented, so please be mindful of organizational constraints when planning, but likewise please also feel free to use this planning process to surface for us any implications of current INEE constraints for our likelihood of success. If our current [INEE] resource isn’t enough for us to seize the opportunity alone, please state what we might be able to catalyze in or contribute to other organizations.

**6.** **Who is the target audience you want to influence?**

Who is the key decision maker for the change we want to see? Who influences them from among the press, the public square, the policy community, their governing partners and their peers? Who are the primary and secondary targets for influencing? Who are our allies in reaching these targets?

**7. How do we want the audience’s behaviors and beliefs to change**

Use the table below to explain what the current beliefs & behaviors of the primary audience you seek to influence them are and what you would like their beliefs and behaviors to be in the future as a result of implementing your advocacy strategy.

|  | **Current** | **Future** |
| --- | --- | --- |
| **Belief** |   |   |
| **Behavior** |   |   |

**8.** **What are the external challenges & opportunities in delivering upon this advocacy strategy?**

What are the key external challenges that could hinder your approach? What are the potential opportunities? For example, elections, oppositional agendas, lack of interest, events, partnerships

**9.** **Timeline**

What are the key opportunities for influence in the next three years? Remember some of these can be opportunities to influence the public conversation (like World Teachers Day, UNGA, World Refugee Day, key anniversaries etc), not just opportunities for policy influence.

**10.** **Priority activities and outputs**

What are the main work-steams you will pursue to eliminate the barriers to change and build influence with the right targets and allies? Not a detailed work plan.

| **Problem** | **Solution** |
| --- | --- |
|  |  |

**11.** **Which other internal stakeholders will need to be involved?**

Do you need to get sign off for this strategy [ex: INEE Steering Group if INEE]? What accountability is there for this strategy? How frequently does the XX [Steering group] need progress reports? What is their involvement?

Should you involve other parts of your network [ex in INEE: working groups, collaboratives, Task Team, Language Communities, wider network members]?

**12.** **Key performance indicators**

What are the key performance indicators which show that you are making progress?

* X positive statements made by targets
* X donors create new policy documents with our recommendations included

**13.** **Risks and mitigation**

Explain the potential risks with implementing this strategy and how you will mitigate them

| **Risks** | **Mitigation** |
| --- | --- |
|    |   |
|    |   |

**14.** **What are the key messages going to be?**