

PHASE 3  
APPLY

# Advocacy Canvas

Effort ●●●●●

## Objective

To develop an outline of a plan that can guide the advocacy strategy.



### Time needed

5–6 hours



### Participants

Design and research team

## How to use this tool

The advocacy canvas is a visual organization that aids developing a comprehensive and coherent plan. Use this template to guide you as you think through the details of your advocacy strategy.

1. **Understand the landscape.** Use evidence and knowledge to understand how to focus your advocacy. Look for strategic openings and obstacles within your landscape and identify which of these opportunities would allow you to achieve an advocacy win.
2. **Decide who to involve.** Who do you need in an advocacy working group to reach your opportunity? Brainstorm individuals and organizations that can be potential allies.
3. **Set goals and objectives.** State a concise long-term advocacy goal to help guide and focus your first SMART objective (SMART=Specific, Measurable, Achievable, Relevant, and Time-Bound).
4. **Know the decision maker.** Review how decisions are made on your issue.
5. **Determine the ask.** People decide to take action for a variety of reasons, and thus respond to different types of arguments: evidence-based, emotional, and ethical. Decide who are most likely to influence your decision maker to act and prioritize the one or two to whom you have access or who are most influential with the decision maker. Decide who will be your messenger.
6. **Create a work plan.** Map your resources and create a detailed timeline with assignments for specific activities, along with who on your team will do what.

**PHASE 3: APPLY**

**Advocacy Canvas**

**ISSUE or CHALLENGE**

*What is the key issue?*

**1. ASSESS LANDSCAPE**

**Evidence and Knowledge**

*What is the current state of your cause? What type of advocacy have been done?*

**Openings**

*What are the opportunities?*

**Obstacles**

*What are the challenges?*

**2. DECIDE WHO**

*Who should be involved?*

**3. SET GOALS AND OBJECTIVES**

**Advocacy Goal**

*What is the long term goal?*

**Advocacy Objectives**

*What are the objectives (or steps) you need to take to reach your goal?*



## Citations

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*SMART Advocacy User Guide*. (2021). Advance Family Planning. Accessed November, 2023 from <https://smartadvocacy.org/user-resources>