

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

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