

I. Advocacy Issue

- Briefly describe the issue you are advocating for.
- What problem are you trying to solve or what change are you seeking?

II. Goals and Objectives

- Define your overall advocacy goal (e.g., improve access to mental health resources).
- Break down this goal into specific, measurable, achievable, relevant, and time-bound (SMART) objectives (e.g., increase funding for mental health programs by 10% in the next fiscal year).

III. Target Audience

- Identify your target audience

IV. Messaging and Communication Strategies

- Craft clear, concise messaging that resonates with your target audience.
- What are the key points you want to convey about your issue?
- Develop communication strategies tailored to each target audience. This might include:
 - Public awareness campaigns (social media, press releases, media outreach)
 - Lobbying efforts (meetings with legislators, testimony at hearings)
 - Community organizing (events, petitions)
 - Civic Leaders

V. Data & Asset Mapping

- **Internal Data:** Review existing resources and documents (surveys, reports, program data).
- **Community Engagement:**
 - Conduct workshops or surveys to gather information from residents or stakeholders.
 - Organize focus groups to delve deeper into specific asset categories.
 - Utilize online tools for crowdsourcing information (maps, surveys).
- Develop a system for classifying the assets you identify. Common categories include:
 - **Physical Assets:** Buildings, parks, equipment
 - **Human Assets:** Skills, talents, knowledge of residents
 - **Institutional Assets:** Services provided by organizations, schools, libraries
 - **Social Assets:** Networks, community groups, social support systems
- Outline the Needs assessment

VI. Activities and Timeline

- Create a detailed action plan outlining specific activities to achieve each objective.
- Include timelines for each activity and assign responsibility to individuals or teams.
- Examples of activities:
 - Researching data and statistics on your issue
 - Developing advocacy materials (fact sheets, infographics)
 - Organizing meetings with decision-makers
 - Mobilizing your supporters to take action
 - Monitoring progress and adapting strategies as needed

PLANNING TACTICS

There are many different ways of writing out your tactical plans. For example, you may find it useful to attach your plan to each major objective. Here's an example of one way you can do that:

Table: Turning goals into action steps

Goal	Action	By whom	By when	Resources and support needed	Possible opponents
Reduction of teen smoking by 40%	Tobacco-buying sting	Pete, Jane, with kids	May 15, 2013	• Kids for undercover buys • Permission from police chief	• Tobacco retailers • Chamber of Commerce?

VII. What type of funding is needed?

- Identify the resources you will need to implement your workplan.
- This could include human resources (volunteers, staff), financial resources (funding), and material resources (printing, technology).

VIII. What partners should be at the table?

- Identify the key decision-makers, influencers, and groups who can help you achieve your goals.
- This could include legislators, policymakers, community leaders, or the general public.

IX. Evaluation

- Establish clear metrics to measure the success of your advocacy efforts.
- How will you know if you are achieving your objectives?
- Regularly evaluate your progress and make adjustments to your plan as needed.

X. Additional Considerations

- Consider potential challenges and develop contingency plans to address them.
- Building partnerships with other organizations can strengthen your advocacy efforts.