

HOW TO BUILD A WINNING ADVOCACY CAMPAIGN

CLARIFY THE PROBLEM

It's important to get clear about the problem you are trying to solve. What is causing people pain? Why? What needs to change?

ACT. REFLECT. PIVOT. REPEAT.

Enter the action cycle, pausing and reflecting along the way to assess effectiveness.

FIND YOUR LEVERAGE

Identify the windows of opportunity that can be leveraged to advance progress towards your goal. Build your strategy.



CREATE AN ACTIONABLE ISSUE

Divide the problem into bite-sized solutions that your community can work together to address.

ORGANIZE YOUR PEOPLE

Gather people who are directly impacted. Build coalition power. Call in other passionate activists.

MAP POWER, MAP THE LANDSCAPE

Identify stakeholders. Map the power landscape. Clarify allies and targets.

