

# 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.



#TCwisdom

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