

## **PART TWO**

### **The Model Expanded**

#### **A quick reference guide**



## **The Model Expanded - A Guide**

The purpose of this section is to provide a quick reference guide to the model. It provides a simplified overview of the key areas, some key questions to ask at each stage and pointers to the tools that can be used to assist in the process.

### **1. Providing Strategic Leadership**

- 1.1 Scanning the external environment
- 1.2 Creating direction and alignment
- 1.3 Positioning the movement as relevant

#### **What does this mean?**

**Providing Strategic Leadership** – Advocacy activity involves a wide range of people and is influenced by many factors. It is therefore important to take a holistic view by looking at the bigger picture, discovering who could be interested in supporting or joining your advocacy activity and what could help strengthen or limit the process (1.1). Key to all other aspects of the process is clarity about the purpose. (1.2). The leader(s) need to identify what is going on in society/the community/organisation in order to identify from whom, where and when to seek support. (1.3)

### **Quick reference checklist**

- Decide on key team members to lead the process.
- Identify supporters and team members to lobby and support action.
- Assess possible opposition and develop a plan to address this.
- Manage the direction of the advocacy process by considering what is currently of interest to the community or others to be influenced and how this can be used to promote and publicise your activity.

### **Useful Tools**

PEST

Stakeholder

Force Field Analysis

## 2. Undertaking Core Activities

- 2.1 Defining the idea
- 2.2 Building the movement
- 2.3 Setting vision and strategy
- 2.4 Formulating policy
- 2.5 Implementing policy

### What does this mean?

**Undertaking Core Activities** – In this part of the process the vision comes to life. Building the movement means making contacts and building alliances. Roles should be delegated to members of the team depending on their skills and abilities to work towards the overall vision. Planning and taking action towards your aims should link to community and other networks and be informed by current social trends and political movements.

### CHECKLIST

- Ensure the idea is clear to all involved.
- Align the skills and capabilities of team members to the plan.
- Develop a step by step guide as to how the vision can be achieved.
- Ensure that all team members have the relevant support and materials necessary to achieve their tasks.
- Identify social/community partners and networks that can offer help and support.

### Useful Tools

SWOT Analysis  
Objectives Setting

### 3. Support Activities

- 3.1 Communicating for advocacy
- 3.2 Collecting information and evidence
- 3.3 Monitoring progress
- 3.4 Conducting opinion polls
- 3.5 Managing resources
- 3.6 Acting ethically

#### What does this mean?

**Support Activities** - It is essential that team members communicate with one another effectively.

Communication to the public at large and your target audience is of equal importance. (3.1). Your message must reach the public by the most appropriate method, so it is essential to know your audience.

Collecting information and evidence to support and further your case may take many forms including surveys, public meetings, etc (3.2).

On-going evaluation and monitoring of action ensures that the process remains focused (3.3/3.4). Making sure that all resources- people and things- are used to best effect is also key to success (3.5)

All stages of the process must be based on ethical principles (see introduction) (3.6)

#### CHECKLIST

- Manage communication - internal and external.
- Ensure all members are aware of their role and how it relates to the success of the plan.
- Gather evidence from reliable sources to validate the case
- Monitor progress and share what is happening with the team.
- Ensure all resources are used efficiently.

#### Useful Tools

Communicating effectively

Creating public awareness

Writing a successful press release



