

Regional Course on Communication and Advocacy for
Agricultural and Rural Statistics

20 – 24 April 2015
Beijing, China

**Advocacy Strategy: Identify advocacy
partners**



UNITED NATIONS
siap
Statistical Institute for
Asia and the Pacific



1. Advocacy issue?

2. Advocacy goal?

3. Decision-makers & influencers?

4. Interests of decision-makers?

5. Opposition & obstacles?

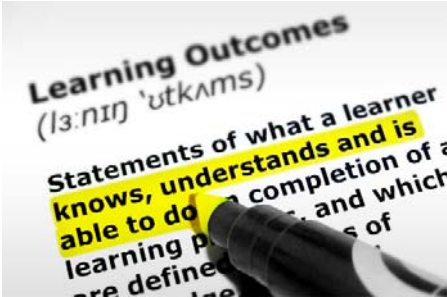
6. Advocacy assets & gaps?

7. Key partners?

10-PART ADVOCACY STRATEGY FRAMEWORK*

*PATH, 2013. http://www.path.org/publications/files/ER_esp_workshop_workbook_unfill.pdf


7. Who might you partner with to help you reach your goal?



Learning Outcomes
(lɜːnɪŋ ˈʊtkʌms)
Statements of what a learner knows, understands and is able to do on completion of a learning process, and which are defined in terms of

- Assess qualities of a strategic partnership
- Identify different types of collaboration

Who would you partner with?



How? Through Collaboration

Collaboration increases the chances for success.

May be informal or formal.

Collaborate through:

- * Information and data sharing
- * Developing common messages
- * Mutual consultation
- * Joint planning and strategizing
- * **Coalitions and alliances**

Strategic Reasons to Partner

- * Adds to the number of organizations actively working on the issue
- * Brings together new constituents which demonstrates to decision-makers wide-scale and diverse support for the issue
- * Demonstrates benefit to many relevant sectors
- * Improves your ability to reach and persuade a wider set of decision-makers
- * Helps to mitigate the influence of the opposition
- * Yields additional expertise, skills and resources
- * Helps fill your advocacy gaps

What are effective partnerships?

Ideal partners:

- * Bring resources to advocacy efforts
- * Are generally easy to work with
- * Should be aligned with your advocacy goal
- * Bring few risks

Risks?

May impact your reputation or potential for your message to get lost.

Include:

- * Poor relationships with decision-makers
- * Staff turnover
- * Negative media coverage
- * Staff turnover

Qualities of an Effective Partner

- * Swift attention to problems
- * Shared power
- * Clear expectations
- * Mutual responsibility
- * Strategic thinking
- * **Persistence**
- * **Personal and regular contact**
- * **Regular flow of information**
- * **Focused goal-setting**

Some Disadvantages

- * Harder to reach consensus on strategy
- * Could delay adoption and implementation of your advocacy strategy
- * Power is not always equally distributed– larger or richer organizations may have more say in decisions

Country Work:
SELECTING ADVOCACY PARTNERS

Part 7 Worksheet: Selecting Advocacy Partners

List three to five potential advocacy partners across the first row. These may be organizations, individuals, alliances, and coalitions. Starting with the first partner and working downward, provide two to three strategic reasons for selecting that partner, along with any potential risks they may bring. Finally, note how you would like to collaborate with each partner.

	Potential partner:	Potential partner:	Potential partner:	Potential partner:	Potential partner:
Strategic reasons to partner					
Potential risks					
Anticipated collaboration					