



CIVIL SOCIETY NETWORK ADVOCACY TRAINING

This training would draw primarily from the Advocacy, Research and Negotiation Module (Advocacy Campaigns, Coalition Building and Networking presentations – the full module could be used if relevant to the group). Depending on the timing and focus of the group, it may be useful to incorporate aspects of the Women and Elections or Politics 101 modules to better familiarize women civil society activities with the political and/or electoral system and connect them to relevant stakeholders. Finally, depending on the needs of the group, other skill-focused areas such as Communications (Messaging, Working with the Media, Using New Media), Fundraising (Organizational Fundraising) or Monitoring and Evaluation could be incorporated to complement their advocacy training. If the network is just forming you may want to spend some time on organizational development aspects drawing from the Management Module.

You should also incorporate examples of advocacy initiatives (successes and lessons) throughout the workshop. This could be through examples and case studies using materials, online resources, videos, etc. or through inviting speakers to the workshop (or virtually) to share more details about a specific initiative or organization's work.

SAMPLE 3-DAY AGENDA

DAY ONE

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| 9:00 | Welcome and Introductions |
| 9:30 | Introduction to Advocacy
<i>What is advocacy, steps for planning an advocacy campaign: identifying the issue, planning, mobilizing and evaluation.</i> |
| 10:15 | Issue Analysis Group Work
<i>Triangle Analysis and Mapping (identify barriers and solutions in each of 3 categories: Content, Structure and Culture)</i> |
| 10:45 | Break |
| 11:00 | Group Presentations and Discussion |
| 11:30 | Defining the Issue
<i>Conduct research and outreach to determine priorities and opportunities.</i> |

- 12:15** **Strategies, Tactics and Tools**
What are the strategies we want to use? What tactics and other advocacy tools support those strategies?
- 1:00** **Lunch**
- 2:00** **Coalitions and Advocacy**
Introduction to the purpose, benefits of a coalition and why it might be useful for advocacy work.
- 2:45** **Coalition Building Exercise/Role Plays**
Preparation, role plays and group debrief.
- 3:45** **Wrap up of Day**

DAY TWO

- 9:00** **Overview of Day**
- 9:30** **Developing an Advocacy Plan**
Overview of components: Goals; Stakeholder Analysis; Message and Messengers; Delivery Tool; Resources; Risks, Threats and Gaps; Timeline and Action Plan; and Evaluation.
- 10:15** **Break**
- 10:30** **Developing an Advocacy Plan, continued**
- 11:15** **Group Exercise**
- 12:00** **Developing an Advocacy Plan, continued**
- 1:00** **Lunch**
- 2:00** **Group work on Advocacy Plans**
- 3:30** **Break**
- 3:45** **Group Presentations**
- 4:30** **Wrap up of Day**

DAY THREE

- 9:30** **Communication: Messaging and Working with the Media**
Communicating with a wider audience. Group discussion on rules for successful communication. Developing 'winning words', painting a picture with words.
- 10:30** **Group Work**
Preparing advocacy campaign messages and slogans.
- 11:15** **Break**
- 11:30** **Presentation of Advocacy Messages and Discussion**
- 12:15** **Monitoring and Evaluation Overview**
Discussion of monitoring and evaluation, tools, etc.
- 1:00** **Lunch**
- 2:00** **Group Work**
Refining advocacy plans, group presentations and discussion.
- 3:30** **Closing Session and Evaluation**