

Advocacy Planning Worksheet

1. Advocacy challenge:

2. Determine key audiences:

Who do you need to contact & why?

Primary:

Secondary:

Who can help influence the primary and/or secondary audience by sharing the message?

Who are these influential people?

What influence do these individuals have?

3. Determine what they know:

What do *you* need to know?

What do *they* need to know?

How will you find out what they already know?

4. Determine how they receive their information:

How will you find out how they receive their information?

How will you get the information to them once you know the best way to communicate?

5. Develop measurable objectives:

- Short Term
 - How will you measure?
- Long Term
 - How will you measure?

6. Develop message points:

What key points do you need to articulate to the audience and how will you show them these points?

7. Communication materials and promotion:

- Written forms of communication (include who will be involved in developing this product or process):
- Promotional material (include who will be involved in developing this product or process):

8. Resources:

9. Timeline:

Date	Specify activity or event

10. Evaluation

Objective # :

Evaluation Questions:

Objective # :

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Objective # :

Evaluation Questions:

Objective # :

Evaluation Questions: