

**UNICEF Advocacy Strategy Planning Template**

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| **I. What do You Want**  Please fill in what you have for each of the three levels below. |
| *Describe the Problem You are Trying to Address*  Be sure to describe it, as we discussed, through the lens of how it impacts children’s lives and the country’s.  *Describe the Long-Term or Overall Solution*  What will it take to actually address the problem in a serious way, even if that won’t happen in a full way anytime soon?  *What are Your Sought-for Outcomes in a One-Year Timeframe?*  Imagine that it is January 2024, what are the concrete outcomes that you hope to achieve through advocacy that will build toward your longer-term vision? |

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| **II. What is the Map of Power?** | | | |
| **Authority** | | | |
| **Who** | **How Powerful?**  1= very powerful  2= somewhat powerful  3= not powerful | **Where they Stand**  1= very supportive  2= somewhat supportive  3= on the fence | 4= somewhat opposed  5= very opposed  Unknown |
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| **Influence** | | | |
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**Based on this map, what are the three most important changes you need to make?**

* Who is powerful and needs to be moved to your side?
* Who is a champion that needs to be activated?
* Who is a supporter that needs to be empowered?

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| **III. What Will You Do?** |
| **Development of Key Messages**  Please fill in what you have for each of the three levels below. |
| *Top Level Messages*  These are the basic messages that will be aimed at the general public, audiences unfamiliar with the issue, and as an introduction to the more substantive messages below for other target audiences.  *Second Level Messages*  These are messages will be aimed at audiences for whom another level of detail is appropriate, such as journalists covering the issue, government officials, donors, key influencers and others.  *Third Level Messages*  These are messages will be aimed at primarily at audiences that are already well informed on the issue and who UNICEF will deal with primarily at a technical and detail level. |

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| **Key Areas of Advocacy Activity**  Please fill in what you have for each of the three levels below. | | | |
| **Materials Development**  *The UNICEF team needs to identify key information products and how they will be completed.* | **Name of product and purpose/audience** | **Who is responsible?** | **Deadlines** |
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| **Policy and Program Development**  *The UNICEF team needs to identify and complete key policy and program development tasks.* | **Task** | **Who is responsible?** | **Deadlines** |
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| **Outreach**  *The UNICEF team needs to identify key targets (allies, donors, officials, etc.) and how that will be carried out.* | **Target Group/Official** | **Who is responsible?** | **Deadlines** |
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| **Communications**  *The UNICEF team needs to identify key tasks (message development, media work, etc.) and how they will be carried out.* | **Task and purpose** | **Who is responsible?** | **Deadlines** |
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| **Advocacy Evaluation**  Please fill in what you have for each of the areas below. | |
| **Measures of Progress**  **UNICEF Outputs** | **Specific countable outputs based on the strategy** |
| Materials developed |
| Ally outreach |
| Public official outreach |
| Media work |
| Donor outreach |
| Other measurables |
| **Measures of Progress**  **External Responses** | **Specific countable indicators based on the strategy** |
| Donor outreach |
| Ally outreach |
| Public official outreach |
| Media work |
| Other measurable responses |