Advocacy Resources Toolkit– an Annotated Guide

Aim of the toolkit - this guide bring alive the best advocacy tools, from the classic 'problem tree' to the latest innovations in new media. There's something in it for everyone - from those new to advocacy to old hands. You don't have to be an expert in advocacy to use it – just willing to experiment with different approaches. Inside you can find recommended tools for analysing the advocacy problem, for advocacy on Just One World themes, and to support partners to improve on the Voice and Accountability levels. You'll also find advocacy resources in different languages, cross-cutting themes and using new media. Feel free to share with colleagues and partners interested in developing their advocacy work.

What is advocacy? If in doubt as to what counts as advocacy and what doesn't, check Pg22 in this Advocacy Toolkit and pg 52 in this training manual for introducing others to the concept.

IF TIME IS SHORT, do be sure to read CAFOD's Policy Monitoring Toolkit (hard copies in French and Portuguese available from the Policy Team), full of partner-friendly tools and jargon-free explanation of advocacy concepts.

1. **BASIC MANUALS**
- Tearfund's Advocacy toolkit is a good place to start for those new to advocacy.
- Wateraid's Advocacy Sourcebook – Designed with advocacy on WASH in mind, this toolkit is in fact a thoughtful, interactive and informative guide to doing advocacy on any topic.
- VSO's Toolkit for Participatory Advocacy is another easy-read introduction.
- A New Weave of Power, People and Politics is one of the best advocacy manuals around. Unfortunately, it can't be downloaded in English. However, we have a copy in the office which is available to borrow. Overseas offices can request a copy and we will get it sent out.
- Advocacy Strategies and Approaches: A Training of Trainers Manual –is a workshop manual with case studies from the Himalayas.

2. **ADVOCACY RESOURCES AVAILABLE IN DIFFERENT LANGUAGES**
- A New Weave of Power, People and Politics – is one of the best advocacy manuals around and is available to download in **Spanish, French**, and **Indonesian**.
- International Budget Partnership has resources on budget advocacy in **Arabic, French, Indonesian, Portuguese** and **Spanish**.
- Info-activism is a fantastic **video** full of ideas about using **new media** for advocacy. With examples from around the world, subtitles are available in **30 languages**.

3. **ANALYSIS OF THE PROBLEM**
The first step in deciding how to tackle any problem, whether its through advocacy or another kind of programme, is to analyse the situation and understand the problem. Good analysis is vital so below are some exercises to help that may assist you with all your programming.

- The problem tree is well known by people, check it on page 27 of the Tearfund guide
- The Political Analysis How To Note from DFID provides some useful guidance for structuring alternative analysis. (It starts getting practical on page 8).

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- The [power cube](#) has a lot of tools and ideas to help you understand the power dynamics behind a given problem. There is also this simpler [tool on power mapping](#) from The Change Agency.
- Part 2 of A new weave of People Power and Politics has some useful exercises for reflection
- Theory of Change approaches can be useful in helping decide programme direction. [Comic Relief](#) have done a good summary of them and [HIVOS](#) have provided a guide to developing one (available in English and Spanish).

4. **ADVOCACY RESOURCES RELEVANT TO VOICE AND ACCOUNTABILITY TOOL**
   You can find the tool [here](#), and in Portuguese, [Spanish](#) and [French](#).

Column1: Involvement in Government Processes – from 'Voice' to 'Benefits from recommended changes'.

- [Tools for Policy impact](#) by ODI contains an invaluable chapter on policy influence including tips on writing policy briefings, lobbying, and getting policy proposals on government agendas.
- [Our Toolkit for Policy Monitoring (Trocaire/CAFOD/Christian Aid)](#) is a step-by-step guide to influencing and monitoring public policies
- [Making your voice heard in the EU](#) is a guide to bringing about change by influencing EU structures and processes.
- External context is a factor affecting the ability of civil society to influence government processes. [How Civil Society Can Advocate for a More Enabling Environment](#) is a toolkit designed to support CSOs advocate for a more open context in which to operate.
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Column 2: Advocacy Strategy Development – from 'Exploring' to 'Strategic and Responsive'

- [Care's Advocacy Toolkit](#) contains tools to help you **understand the** policy **context**, see Pg 18.
- For tips on **evidence gathering**, see [InfoLiteracy for Policy Makers and Influencers](#)
  Tools for every step of **advocacy strategy planning** can be downloaded from [The Change Agency](#) website. For do's and don'ts and where to start, see Pg 34 of the [VSO manual](#) and Pg 102 in [Water Aid's guide](#)
- [Strategic Media Guide for NGOs](#) shares learning from Tanzania on how to engage the **media.**
- [Writing for Policy Makers](#) contains tips on **communicating** via policy briefings and more.
- **Messaging** your advocacy position requires skill and creativity, see pg 33 [in Tools for Policy Impact](#), and pg 30 in [Intrac's toolkit](#) for ideas on what to consider.
- For a quick 'how to' for **monitoring and evaluating** advocacy work, see pg 79 in the [Advocacy Sourcebook](#)
- [Intense Period Advocacy Debrief](#) is too to enable reflection after a busy advocacy period.
- **Impact Assessment** – assessing impact in advocacy can be challenging as changes is often not linear and attribution may be difficult. CAFOD's [Voice & Accountability tool](#) can help with this. [Save the Children](#) have also produced a paper on the subject.

Column 3: Community & Constituency Building –from 'Speaking for' to 'Partnership'

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- [Working in Networks – Weaving Global Networks: Handbook for Policy Influence](#) is a tool to support the development of networks of CSOs.
- See Chapter 7 in UNICEF's [People Power an Participation guide](#) for tools on identifying constituents and deepening their participation
- [Doing it Differently: Networks of community development agents](#) draws on experience from Scotland of how to deepen community participation via the methodology of recruiting, capacity-building and supporting community agents.
- Chapters on Empowerment in A New Weave of People Power and Politics can help give partners tools to engage communities and help communities themselves to begin to question power relations and understand their situation in a critical way.

Column 4: Involvement in Corporate Structures – from 'Evidence Presented' to 'Active Engagement'
- Lessons from advocacy on extractive industries in Nigeria from [Intrac](#) (see page 4)
- Oxfam have produced an easy-read guide to the concept of '[Free Prior and Informed Consent'](#)
- See pg 27 in [Christian Aid's manual](#) for methods for engaging corporates and case studies.

5. ADVOCACY RESOURCES ON JUST ONE WORLD THEMES

Aim 1 – Increasing Power and Influence
1. Civil Society Space – the Open Forum for CSO Development Effectiveness has produced a toolkit on [How Civil Society Can Advocate for a More Enabling Environment](#) in which to operate
2. Governance
   - Policy monitoring - CAFOD's [Policy Monitoring Toolkit](#) is a complete 'how to' monitor, track and advocacy for changes in public policy.
   - [Good Governance Surveys](#) are a great way to collect evidence on governance questions,
   - Service Delivery - [Citizen Report Cards](#) are an easy way to reflect experiences of service delivery
   - Budget Monitoring - [International Budget Partnership](#) is the best place to begin for any advocacy on budgets, including in different [languages](#) . Check their guide to using [budget reports](#). Also useful is [Hakikazi's Public Expenditure Tracking Manual](#)–
   - [It's our money, where's it gone?](#) From Kenya shows how video can be used for budget advocacy
3. Tax Justice
   - Christian Aid's accessible and informative [guide to advocacy on tax justice](#) contains case studies, jargon-free explanations of technical terms, and hints on developing your tax justice advocacy strategy.
   - IBP also have a guide on how to use [tax information](#) in advocacy

Aim 2 – Promoting Sustainable Development
1. Natural Resource Management – [IIED's Powertools for influence in natural resources](#) is full of practical tools for enabling grassroots groups to influence natural resources policy.

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2. A Guide to Monitoring Budgets and Oil and Gas Revenues contains tools for tracking revenue from extractives industries.

3. Try the Environmental Law Institute's toolkit for a thorough overview of approaches to advocacy on sustainable development issues with case studies from Africa.

4. Land rights – GTZ guide to Practical Guide to Dealing with Land Disputes contains some useful for tools for advocacy in land conflict.

5. *Clean Development Mechanism Toolkit* applies a policy-monitoring approach to CDM, explaining how to influence the process from project approval to implementation and renewal.

6. *Climate change – check these guides for an introduction to the subject and basic hints on where to start:* Climate Change Advocacy – Micah Network and Christian Aid Climate Change Campaign Toolkit

Aim 3 - Achieving Peace, Security and Recovery

- Inclusive Security, Sustainable Peace: A Toolkit for Advocacy and Action from International Alert and Women Waging Peace is a thoughtful guide to advocacy on peacebuilding issues

- Strategising Online Activism: a toolkit from Violence is Not Our Culture explores the potential of new media for peacebuilding and gender perspective.

- Try this Red Cross / Red Crescent manual for advocacy on Disaster Risk Reduction with case studies from South Asia

- Tearfund have also produced a thoughtful guide on why to advocate on DRR

Aim 4 – Building our partnerships in the Catholic Community

- Tearfund's Advocacy toolkit contains a chapter on the biblical basis for advocacy, which is useful for overcoming common blocks to advocacy that those working with church leaders may face. It includes scriptural and reflective materials. We also have a hard copy available to borrow.

- Faith-based organisational development with churches in Malawi draws on lessons from Malawi in working with faith-based organisations, particularly around questions of accountability, leadership, role of faith, and relationship with the church.

- A Call to Act: Engaging Religious leaders and communities on addressing gender based violence and HIV– is a toolkit by Religions for Peace which explores how to engage faith leaders and communities. It contains case studies and training materials and theological materials drawn from different faiths.

1. ADVOCACY REOURCES ON CROSS-CUTTING THEMES

1. HIV/ AIDs

- Advocacy in Action is a classic advocacy cycle toolkit with an HIV/AIDs focus. It contains many tools, case studies, action cards and links to more toolkits.

- Measuring Up: HIV advocacy evaluation training pack is a thorough and well organised guide for evaluating advocacy work on HIV.

- Rising Voices » Guides, including Blogging Positively (in many languages)– a guide on how and why to blog about HIV.

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2. Gender

- 'Mission Possible': A Gender and Media Advocacy Training Toolkit as a tool to build civil society capacity to lobby for gender-fair, gender-balanced media.
- Check this inspiring guide to gender budgeting from civil society in Afghanistan (also available in Dari).
- For tips on integrating a gender perspective into policy monitoring, check out this toolkit on gender-based analysis from Canada

3. Working in difficult environments

- Frontline Defenders protection Manual for Human Rights Defenders is essential reading for all those undertaking advocacy in risky or difficult environments (also available in Arabic, French, Indonesian, Portuguese, Spanish and Farsi).
- How Civil Society Can Advocate for a More Enabling Environment is a toolkit designed to support CSOs advocate for a more open context in which to operate.
- How to Communicate Securely in Repressive Environments contains useful tips for staying safe whilst using new media and new technologies for advocacy.

2. INNOVATIVE TOOLS

Advocacy is about more than just lobby meetings and physical mobilisations! Try some of these innovative advocacy tools to breathe new life into an old advocacy strategy:

- Grassroots **comics** are a method for empowering communities to communicate creatively about their issues - see World Comics: How to make grassroots comics
- Say goodbye to boring reports with this Visualising Information for Advocacy guide, full of eye catching examples of **visualisation** for advocacy.
- **Community Radio** can be an effective method of reaching both the community and decision-makers as this interesting case study from Ghana shows.
- **Participatory Video** can empower communities to communicate with decision-makers about their realities - this handbook includes technical tips, training resources, how to plan a PV project and case studies (also available in French, Spanish and Indonesian).
- **Visual Advocacy** – a picture tells a thousand words – From Research to Action have an excellent guide to using web-based tools to visualise hard research data into effective and visually arresting advocacy communication
- **Maps** are another way to show an advocacy issue - such as conflict, threats to civil society, or food insecurity - engage communities, and influence decision-makers .
    - Maps for Advocacy tells you how to get started, where to collect data and which technologies available.
    - Check the Gateway to Community Mapping website for a treasure trove of how to do build and systematise community knowledge for advocacy by combining different mapping techniques, both new technologies and hands-on.
    - Good Practices in Participatory Mapping outlines some of the many methods available – from ground maps and remote sensing to participatory GIS.
    - Tried and tested new mapping technologies for advocacy include: USHAHIDI, Flickr: and Google Map Maker

 o   Check this directory of Open-source Geographical Information Systems for free GIS or computer-mapping programmes.

3. **NEW TECHNOLOGIES FOR ADVOCACY**
    New Technologies and Social Media have revolutionised advocacy in recent years. Many methods are simpler than you think and often don't require the latest technology.

- Global Voices' Citizen Media is a colourful **beginner's introduction** to blogging, podcasts, publishing web and video on the web.
- Info-activism is a fantastic film full of ideas about using **new media** for advocacy. With examples from around the world, subtitles are available in 30 languages.
- Not sure whether to use **old or new media**? Then be sure to read these field reflections on using ICT for advocacy from the Swiss Agency for Cooperation and Development.
- Movements.org's 'how to' guides unlock the mysteries of the myriad ways in which **social media** such as Facebook and Twitter can be used for advocacy. social media applications.
- Mobile Media Toolkit teaches you how to create, share, deliver, engage and secure content on a **mobile phone**. Full of tools and case studies. Tips for citizen journalists. Site also in Spanish and Arabic.
- Check this complete guide to using **mobile phone SMS Texting** in advocacy.
- A lack of communication can be a major barrier for civil society in developing countries. Frontline SMS is the first **text messaging** system created exclusively with this problem in mind.
- Tools for Digital Advocacy brings together **Web 2.0 tools**, including 'Geo-bombing', 'multi-blogging', Twitter and 'mash-ups', enabling new audiences to be reached. Also available in Arabic, Bengali, Portuguese and Spanish.

Kezia Lavan, July 2012