Sample Advocacy Work-Plan

ADVOCACY PROJECT WORK-PLAN

Name of Organization:   
Scope of Time:   
Advocacy Goal Statement:

For each phase of your advocacy work, document activities that will help you reach your goal. Be specific and include details in the columns.

# Organize

Stakeholder organizing, advocacy committee development

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| Activity | Resources | Time Frame | Responsible Person(s) | Anticipated Outcomes | Progress Reporting |
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# Outreach

Map policymaker roles. Establish relationships.

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# Develop Agenda

Policy agenda development and prioritization

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# Communications

Data, research, case studies, and messaging. Strategically support advocacy initiatives.

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# Educate & Advocate

Policy-maker engagement, hearing supports, press supports, mobilization.

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# Evaluate

Evaluate effectiveness of advocacy activities.

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# Sustain Advocacy

A sustainability plan for ongoing advocacy.

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