



SEJ Project Advocacy Planning Form

Problem Selection

1. What will be the issue/ problem/subject of focus by the community?
2. Give a brief description of the problem

Problem Assessment

3. How long has the problem existed and what caused it?
4. About how many persons live in your community?
5. About how many persons across the community does the problem affect?
6. Which residents are most affected by the problem?

 Other
7. What are the effects of the problem on residents and the community?
8. How will an improvement of the situation benefit residents?
9. Can those who are most affected get involved in the advocacy work to solve the problem?

10. What can we do to address the problem?

Other

11. What kind of information will we need to address this problem?

Other

12. How can we get the information needed to address this problem?

- Stakeholder contacts
- Background data
- Government policy
- International standards
- Local situation
- Other

General Aim

13. What is our overall intention in addressing this problem?

Objectives

14. What are our specific intentions in addressing this problem?

- 1.
- 2.
- 3.
- 4.
- 5.

15. What activities will we execute to achieve each of our intentions?

- 1.
- 2.
- 3.
- 4.
- 5.

Target

16. Who are the targets of our advocacy plan?

- 1.
- 2.
- 3.
- 4.
- 5.

17. Who influences the persons that our advocacy plan targets?

- 1.
- 2.
- 3.
- 4.
- 5.

18. How can the target be contacted?

- 1.
- 2.
- 3.
- 4.
- 5.

19. What are the targets' feelings about the subject of focus?

- 1.
- 2.
- 3.
- 4.
- 5.

20. How can we influence the target?

- 1.
- 2.
- 3.
- 4.
- 5.

21. What is the target's way of making decisions?

- 1.
- 2.
- 3.
- 4.
- 5.

Allies

22. Who is important to work with in order to address this problem?

- Local/ community
- National
- Other

Resources

23. What special skills do we have in our group to organise to address this problem?

24. What kinds of machinery, equipment, materials, or tools do we have access to that can be of use in addressing this problem?

25. Are there locations in the community where meetings can be held safely and comfortably?

26. What are the names of possible sites where meetings can be held in the community?

27. How much money do we have in our savings that can be used to address this problem?

28. How can we raise money to lobby for change?

29. What else do we have within our group that can be used to address this problem?

30. Is there anything else that we can do to address the problem?

Action Plan Matrix

Objective	Activity	Required Resources	Responsible Persons	Duration
1.				
2.				
3.				
4.				
5.				

Monitoring Matrix

Objective	Activity	Duration	Expected Outcome	Indicators	Actual Outcome
1.					
2.					
3.					
4.					
5.					