

# Advocacy 101 Workshop

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## THE GOALS FOR THIS TRAINING

Participants will:

- ➔ Discuss the concept of advocacy
- ➔ Explore the 50CAN advocacy framework
- ➔ Discuss goal-setting and the politics of goal-setting
- ➔ Review the four advocacy strategies and discuss the benefits and shortcomings of each
- ➔ Be able to build an advocacy campaign

# Group Introductions

## TRY IT FOR YOURSELF

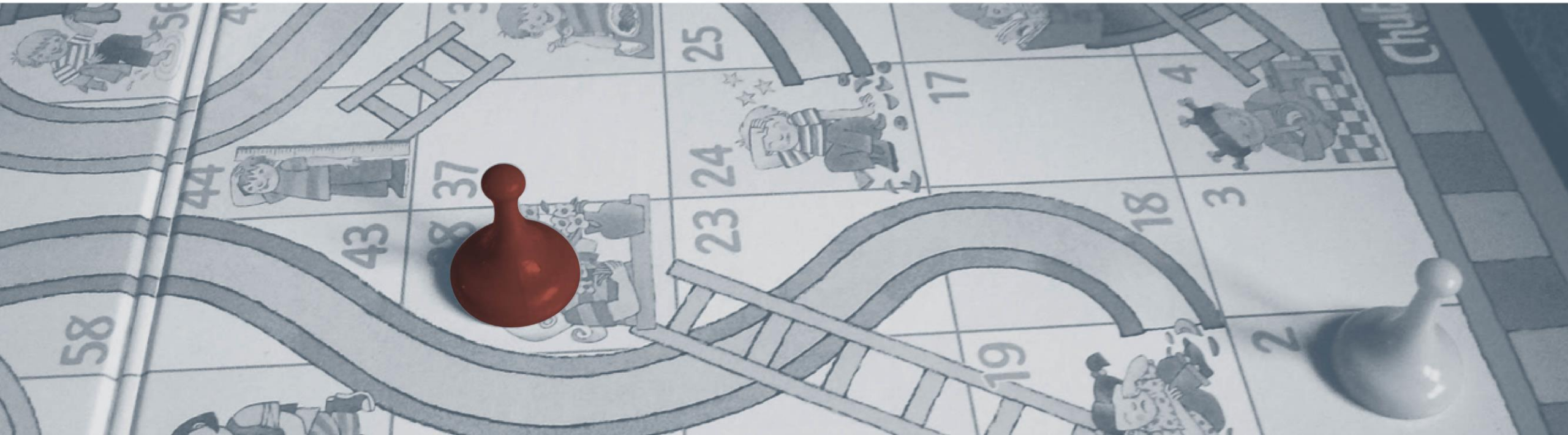
### Scenario

Last week, a ten-year-old boy on a bicycle was hit by a car speeding around a corner in your neighborhood. The boy broke his leg. You and a few neighbors have gotten together to discuss the situation and how to prevent another such accident—or worse—on your streets. One neighbor suggested installing a speed bump on the road at the corner. You're getting together to discuss that and other strategies.

### Task

Split into groups. Come up with a plan to prevent another accident from occurring. Some questions to answer include: What actions would you take? Who would be your intended audience for these actions?

# When you don't know the rules



**What is advocacy?**

**“Organized people who are wrong  
will almost always beat disorganized  
people who are right.”**

**—Denis Calabrese**

LAURA AND JOHN ARNOLD FOUNDATION

**“All that is necessary for the triumph of evil is that good men do nothing.”**

**—Edmund Burke**

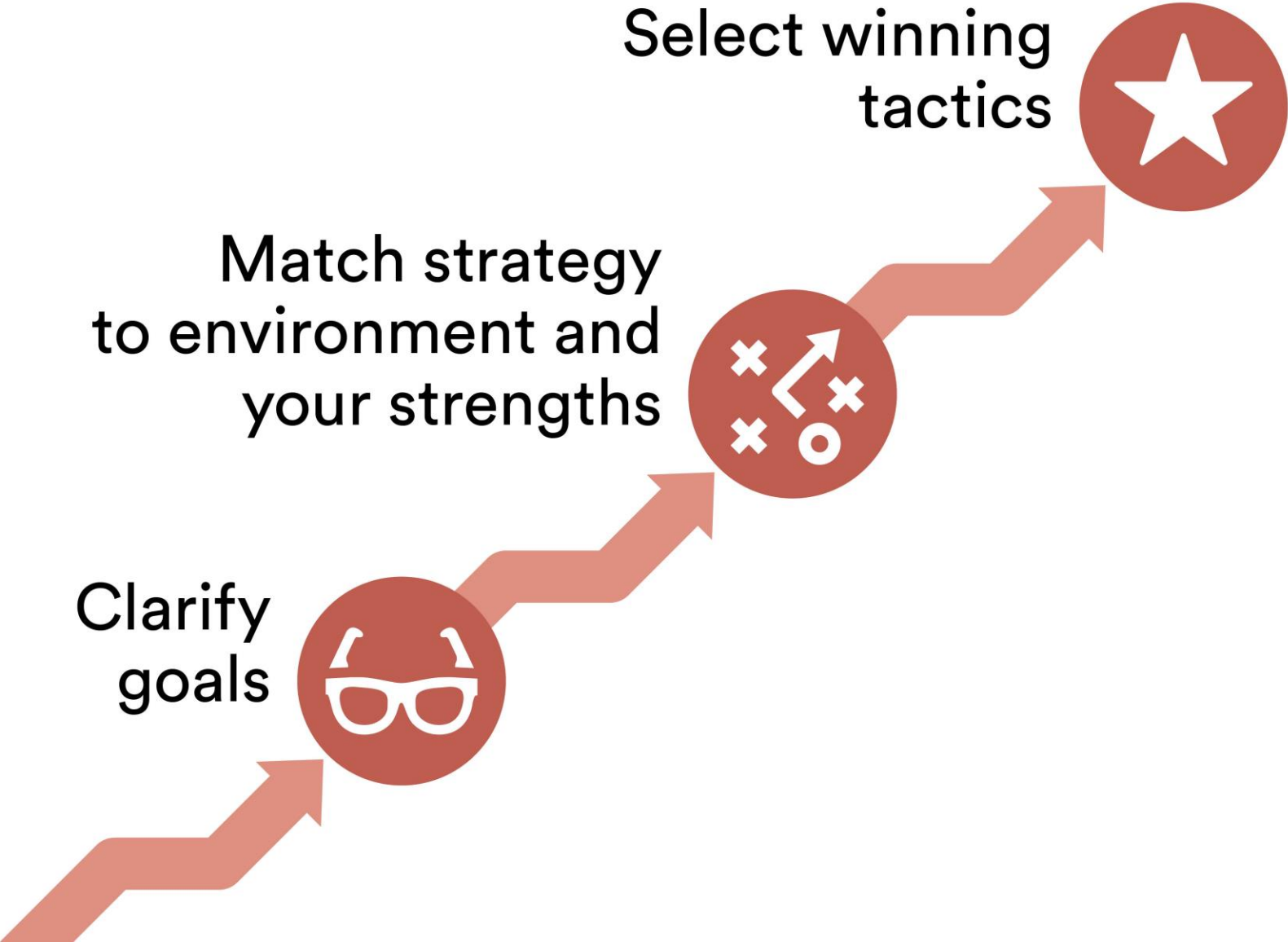
POLITICIAN AND STATESMAN (1729–1797)



**Being right isn't  
enough.**

**How do we do this?**

THE THREE STEPS TO BUILDING AN ADVOCACY CAMPAIGN



**The goal matters.**

**The right  
strategies behind  
the change**

## Elite Negotiations

Advocates work to influence people who already hold power. By tapping into the interests of public officials, this approach secures change through trading and compromise.

### Success factors:

- ➔ An urgent public problem of interest to policymakers
- ➔ Easily understood and credible options to act on
- ➔ Incentives for legislators to make change



## Social Movements

A large number of people build their power to secure change by organizing around common goals. By operating outside of the existing system, this approach can change the status quo in profound ways.

### Success factors:

- ➔ A clear call to action
- ➔ Compelling spokespeople who can dramatize the injustice
- ➔ Well-organized supporters and advocates



## Expert Communities

Trusted people with knowledge on a particular subject change the public debate by reaching consensus. By translating consensus into advice on solutions, they influence policy and practice.

### Success factors:

- ➔ A well-defined but complex public policy problem
- ➔ Expert agreement on the problem, causes and possible solutions
- ➔ Policymaker interest in expert guidance



## Emergent Networks

People use trial and error to discover solutions to a problem. By testing and refining their approach over time, they develop proof points for widespread change.

### Success factors:

- ➔ Well-defined areas of innovative practice related to the problem
- ➔ Incentives for innovators to join together
- ➔ Policymaker interest in translating practice into policy



**If you want to go fast, go alone.  
If you want to go far, go together.”**

**—African Proverb**

- ➔ **Elite Negotiations:** Fastest but hardest to protect longterm
- ➔ **Social Movements:** Most visible but most dependent on political windows and incentives
- ➔ **Expert Communities:** Elites can ignore the results
- ➔ **Emergent Networks:** Opportunities to scale are limited



## TOP TACTICS CHECKLIST

### Elite negotiation

- Lobbying
- Power mapping
- Negotiation
- Policy analysis
- Bill drafting
- Coalition building
- Media relations
- Campaign donations

### Social movements

- Grassroots organizing
- Training spokespeople
- Marches
- Boycotts
- Sit-ins and occupations
- Storytelling
- Petition drives
- Door knocking

### Expert communities

- Research studies and reports
- Legal action
- Conferences
- Public debates
- Advisory groups
- Policy proposals
- Letters to the editor
- Legislative testimony

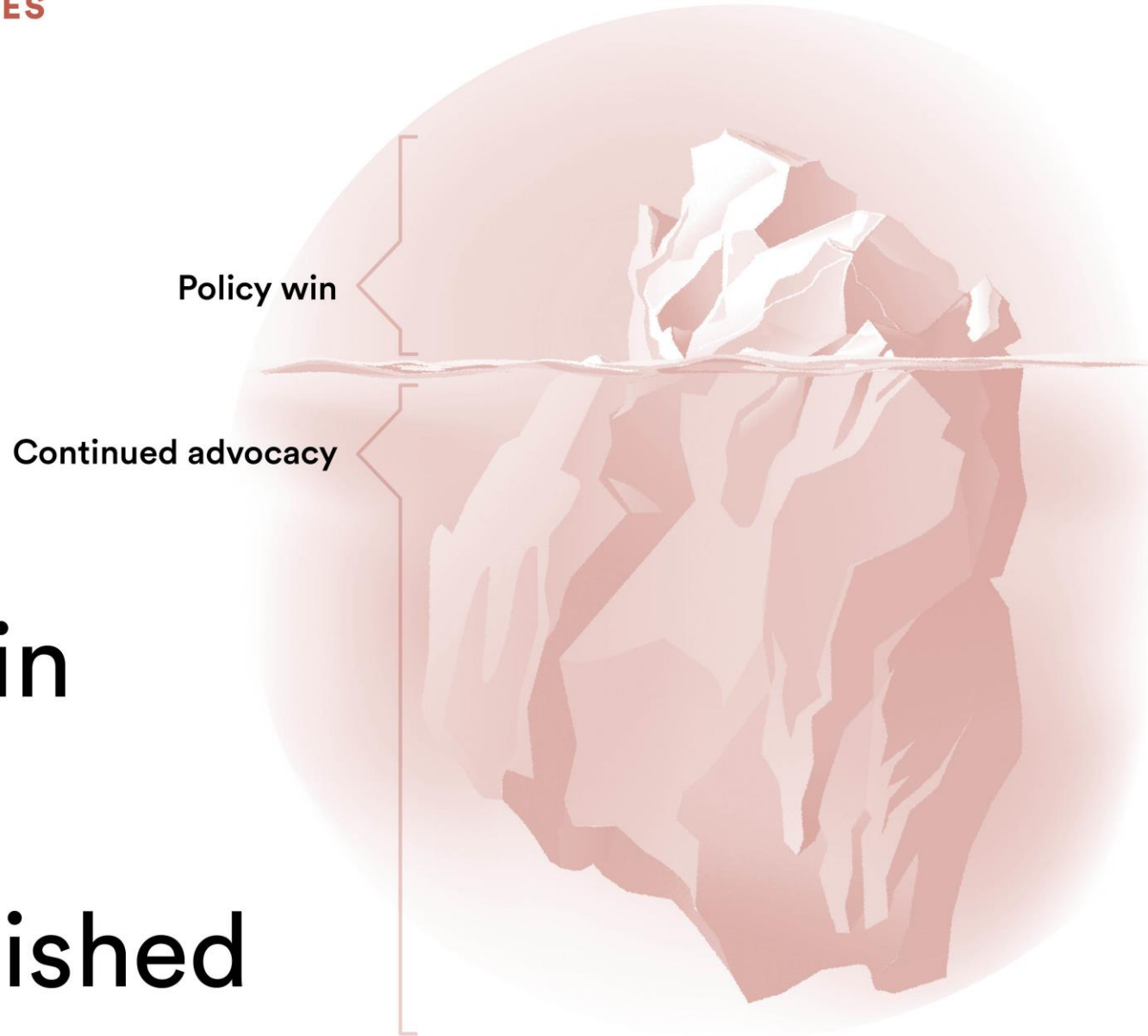
### Emergent networks

- Experimentation
- Field visits
- Peer networking
- Toolkits
- Newsletters
- Trainings
- Success stories
- Social media campaigns

# Case Studies

**Share Out**

THE WORK CONTINUES



Policy win  
≠  
mission  
accomplished

# Program evaluation



**Thank you**