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the region and date [YYYYMMDD]: IFLA\_IAP\_Topic4\_AdvocacyPlan\_Activity4.1\_Worksheet\_Region\_YYYYMMDD

**IFLA INTERNATIONAL ADVOCACY PROGRAMME**

**LIBRARIES, DEVELOPMENT, AND THE UN 2030 AGENDA**

**ACTIVITY 4.1: DEVELOPING AN ADVOCACY PLAN TO SUPPORT THE UN 2030 AGENDA**

In **Topic 3: The Seven Steps of the Advocacy Cycle** you were introduced to the different elements of an advocacy plan[[1]](#footnote-1) (Figure 1). In Topic 4, we will progressively work through the seven steps to build an advocacy plan which can guide your library association as it strives to contribute to the UN 2030 agenda in your country or region. You will use this worksheet as you develop your ideas and create the foundation of your advocacy plan.

Figure 1: The advocacy cycle

**ADVOCACY PLAN TEMPLATE**

|  |  |
| --- | --- |
| **STEP 1: IDENTIFY AND ANALYSE THE ISSUE** |  |
| Step 1a: What problem do you want to address?  What do you want to see changed? |  |
| Step 1b: How does this problem relate to the UN 2030 Agenda, to the National Development Plan or to one of the Sustainable Development Goals (SDGs)? |  |
| Step 1c: How is this problem aligned with your association’s strategic priorities? |  |

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| **STEP 2: SET THE GOALS AND OBJECTIVES** |  |
| Step 2a: What is your ultimate goal? |  |
| Step 2b: How will your goal contribute to the achievement of the National Development Plan or one of the SDGs? |  |
| Step 2c: What specific objectives did you hope to achieve? |  |
| Step 2d: Who will have overarching responsibility for each objective? |  |
|  |  |
| Objective | Responsibility |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| **STEP 3: IDENTIFY THE DECISION MAKERS** |  |
| Step 3a: Who are the key stakeholders you will need to influence in order to achieve the change you wish to see, eg in the national government, in local government, in NGOs, in community organisations? |  |
| Step 3b: How will your programme help these stakeholders achieve their own goals in the context of the National Development Plan or one of the SDGs? |  |
| Stakeholder | Their NDP or SDG goal |
| 1. |  |
| 2. |  |
| 3. |  |
| Step 3c: Who else can you reach out to, collaborate and partner with, in order to achieve your objectives, eg board members, other library associations, consortia, the national library, libraries across the sector? |  |
| Potential partner | Area of activity |
| 1. |  |
| 2. |  |
| 3. |  |
| Step 3d: How will you engage your local community and the public? |  |
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| **STEP 4: DEFINE YOUR MESSAGE AND THE PROPOSAL** |  |
| Step 4a: What are the messages you will take to the stakeholders? What will your proposal be? |  |
| Step 4b: What evidence do you have to support your proposal? |  |

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| **STEP 5: SET YOUR TIMELINES** |  |
| Step 5a: What do you have to consider in terms of the timelines for your advocacy activities? |  |
| Step 5b: What challenges might you face working with these timelines? |  |

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| **STEP 6: ASSESS RESOURCES, CHOOSE TACTICS AND IMPLEMENT** | |  | |
| Step 6a: What resources will you need for your advocacy activities? | |  | |
| * Human resources: who will be in your team? | |  | |
| * Financial resources: what sort of funding will you need? | |  | |
| * Material resources: what additional resources will you need? * Is there any in-kind support you can draw on? | |  | |
| * Information resources: what research will you need to undertake? | |  | |
| Step 6b: What will be your strategies? What tactics will you use to achieve your objectives? Who will be responsible? What are your timelines? | |  | |
|  | |  | |
| Objective | Tactic | Responsibility | Timeline |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Step 6c: What is your communications plan? How will you communicate your activities to the diverse stakeholders? | | | | | |
|  | | | | | |
| Action | Purpose | Audience | Date | Medium | Responsibility |
|  |  |  |  |  |  |
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| **STEP 7: MONITOR, EVALUATE AND SHARE** |  |
| Step 7a: How do you know whether you will have been successful? |  |
| Step 7b: What data will you collect about your advocacy activities? |  |
| * Quantitative data? |  |
| * Qualitative data? |  |
| Step 7c: How will you disseminate information about your achievements? |  |
| Step 7d: How will you celebrate the successful outcomes? |  |

1. Model adapted from the Open Society Foundations   
    [https://www.opensocietyfoundations.org](https://www.opensocietyfoundations.org/) [↑](#footnote-ref-1)