Project Nur:

Campus Advocates for Human Rights & Social Justice

Advocacy Training

Introduction

- What are we going to do?
- Who are we?
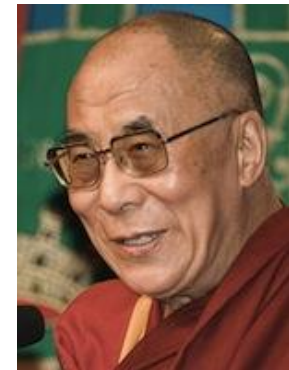- …who are you?

Objectives

- Be able to define "advocacy"
- Be able to define "advocate" and "activist"
- Be able to identify traits of a good advocate
- Be able to utilize the 6 Step Advocacy Strategy process

What is advocacy?

- *Advocacy is a strategic process to influence the policies and practices that affect people's lives.*

  - …it is active promotion of cause or principle
  - …involves actions that lead to a selected goal
  - …is one of many possible strategies to approach a problem
  - …does not necessarily involve confrontation or conflict

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Can you name an advocate?

Is there a difference between an **advocate** and an **activist**?

CIVIL RIGHTS OF MUSLIM AMERICANS
Senate Judiciary Subcommittee on the
Constitution, Civil & Human Rights

WATCH SENATE HEARING ON DEFENSE DEPT. COST OVERRUNS LIVE 2:30

LIV
8:48

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THE CORRUPT
FEAR US.
THE HONEST
SUPPORT US.
THE HEROIC
JOIN US.

What is the difference between an **activist** and an **advocate**?

An **activist** is a person who makes an intentional action to bring about social or political change

Example: Rosa Parks is a civil rights activist who challenged racial segregation by refusing to give up her seat on a bus for white men

An **advocate** is one who speaks on behalf of another person or group

Example: Angelina Jolie is a UN Goodwill Ambassador who uses her fame to advocate for refugees

In other words, activism is a type of advocacy.

Why do we **advocate**?

Because change is inevitable—but the direction of change isn't. That is what we can influence.

Because through advocacy we can achieve change from the local to the international level and have impact on those who influence change.

Because advocacy acts as a multiplier on the effectiveness of the work we do on the ground.

Traits of a Good (effective) Advocate

What do you think?

- **Effective communicato**r: speak clearly, forcefully, understand all sides of the issue

- **Assertive**: rely on skills of persuasion, pushy without pushing people off

- **Passionate**: energy, enthusiasm helps overcome obstacles

- **Knowledgeable**: understand the laws and issues surrounding their cases

Samantha Power: human rights advocate and current U.S. Ambassador to the U.N.

The Advocacy Strategy Process

STEP 6
Monitoring and Evaluation

STEP 1
Assessing the Situation

STEP 5
Implementation

Advocacy Activity

Advocacy Planning

STEP 2
Establishing the Goals

STEP 4
Planning your Activity

STEP 3
Developing your Strategy

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Case Study in Effective Advocacy

People for the Ethical Treatment of Animals (PETA)

Step 1: Assessing the Situation

- SWOT Analysis (strengths, weaknesses, opportunities, threats)
  - Strengths/ weaknesses: focuses on internal factors affecting success
    - Legitimacy, accountability, preparedness, resources, ability to work with others
  - Opportunities/Threats: focuses on external factors affecting success
    - Political factors, key institutions, public accountability, social factors, economic factors

Step 2: Establishing Goals

- What is the issue?
- What are its causes and consequences?
- What solutions would deal with causes and what would these achieve?
- What is the change you are seeking?
- What type of change?
- Who needs to change and at what level?

Step 3: Developing an Influencing Strategy

- Identify, categorize and analyze all stakeholders: *target, beneficiary, opponents, allies*
- Devise your influencing strategy: *who/what are the best ways to influence your target to support your goals?*
- Consider the options for your advocacy activity
  - Who is the audience?
  - What relationships do you need to conduct advocacy?
  - How will you reach them/what will you say?
  - How will you conduct your advocacy meetings/events?

Step 4: Finalizing the details

- Critically analyzing your "**Theory of Change**": *how do you know your targets will act the way you believe and that it will make a differences?*

- Are your objectives **SMART**?
  - **S**pecific
  - **M**easurable
  - **A**chievable
  - **R**ealistic
  - **T**ime-Bound
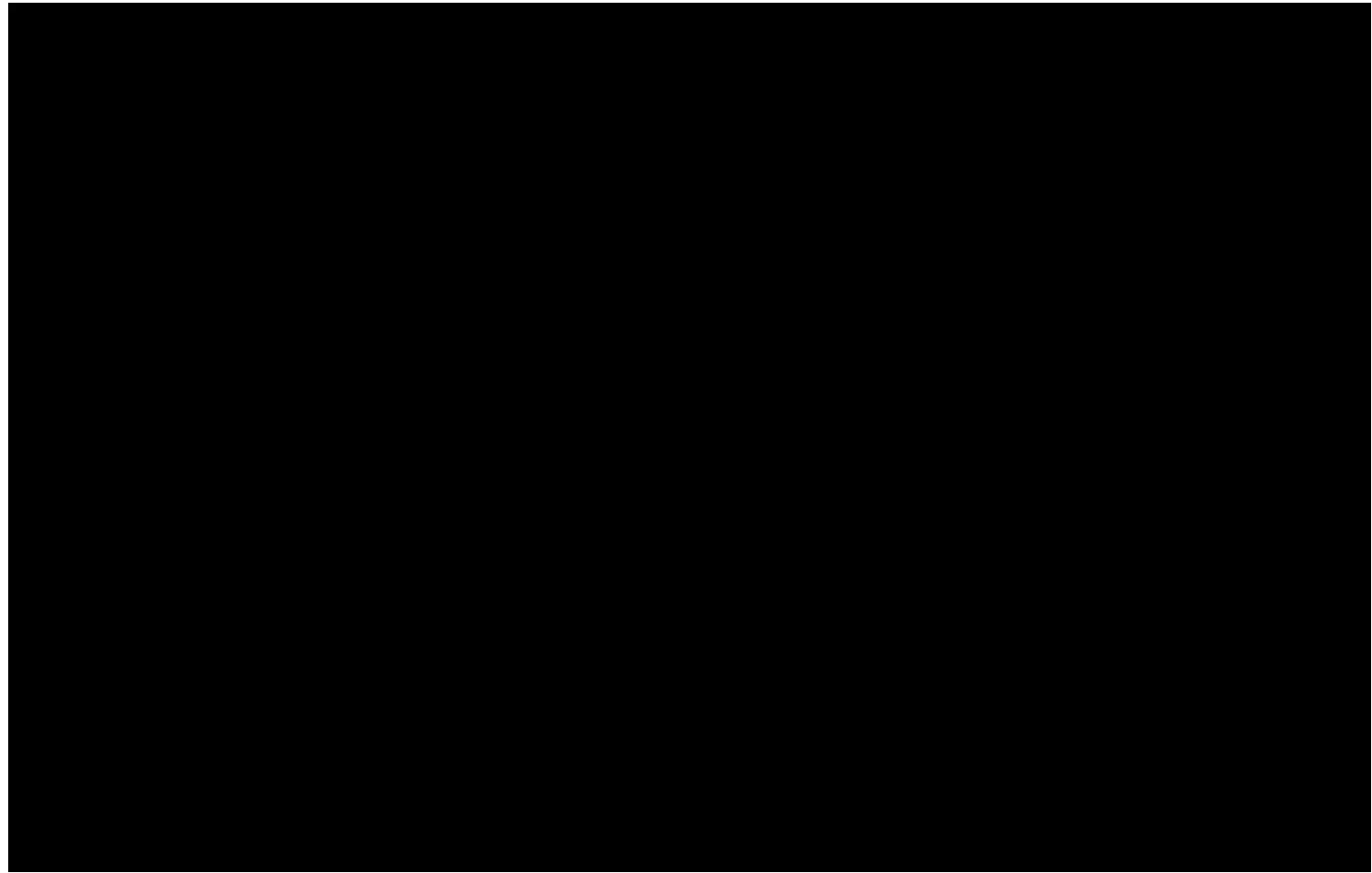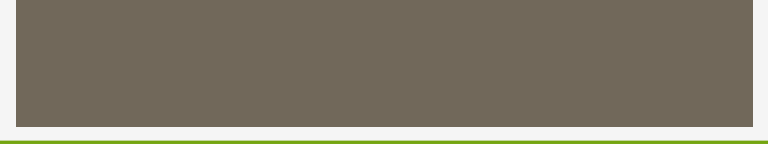
Step 5: Implementation and Monitoring

- Did you set timelines of objectives and activities?
- Who should be doing what and when?
- How will you measure progress?
- Will you be able to adapt and change your strategy if necessary?

Step 6: Evaluation

- How will your advocacy strategy or activity be evaluated?
- When?
- Whom?

Remember…