



Advocacy and Campaigning for Civil Society Organizations

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What does advocacy mean?



- Advocacy is a systematic activity that well defined and planned in order to advocate the issue (or problem) and to draw the attention of the public and policymakers to this issue.
- Advocacy means “protection of the public interests”.



Advocacy – the steps



- Defining the problem;
- Goal and objectives;
- Defining the stakeholders;
- Assistance of the potential partners;
- Delivering messages;
- Dissemination of the information to the public;
- Financial resources;
- Preparation of the execution plan.



Defining the problem



- Problem is an issue that will be solved or changed during the advocacy campaign.
- Two forms of defining the problem:
 - Problem is on the agenda;

Or

 - Problem is defined through the investigation.



Goal and objectives



- **Goal** is a final result of the long term activities during the implementation of advocacy campaign.
- **Objective** is a limited concept. It is a plan of action in order to get the goal.



Defining stakeholders



- Analyze stakeholders in order to implement the advocacy campaign;
- Two forms of the stakeholders:
 - Main stakeholders;
 - Supporting stakeholders.



Assistance of the potential partners



- To involve potential partners as possible is the key indicator of the success in advocacy campaign.
- Well defining partners and opposers during the implementation of the advocacy campaign.



Conveying the messages



- Printing brief and informative booklets;
- To draw attention of the policymakers;
- Debates on TV;
- To have meetings with the authorities in the conferences or forums.



Financial resources



- Diversification of the revenues;
- Existance of the fundraiser in the team;
- Making relations with the international organizations and local donors.



Preparation of execution plan



- The main document of the advocacy campaign is execution plan.
- Distribution of the duties and responsibilities;
- Determination of the responsible persons for the main tasks;
- Compilation of the list of tasks, operating mode and timesharing by every task.



Group work



- Be divided into the previous groups and recall your first projects. Conduct an advocacy campaign in order to disseminate the project to the public.



Thank your for attention!

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