

TOOL 7

Advocacy workplan template

Instructions: For each objective within your goal, fill out the matrix below to create your advocacy workplan. Develop a list of tactics/activities for each of your targets. Add more rows as needed.

Issue:

Goal:

SMART objective 1:

Partners/allies

Possible barriers/opponents and mitigating measures:

Primary target:

Secondary targets:

Tactic/activity	Person responsible	Schedule/timeframe	Resources needed
1.1			
1.2			
1.3			
1.4			
1.5			
...			