



INTERNATIONAL BUDGET PARTNERSHIP  
Open Budgets. Transform Lives.

# Module 4: Budget Advocacy (Session 8)



# Key Components of an Advocacy Strategy

1. Strategic Analysis ✓
2. Advocacy Objective ✓
3. Stakeholder Analysis
4. Advocacy Message: Development & Delivery
5. Schedule

# 3. STAKEHOLDER ANALYSIS

## Target Audiences

### a. Primary Audience

### b. Secondary Audience

- *Allies: support*

- *Opponents: those who will work against you*



# 4. ADVOCACY MESSAGE

## An effective advocacy message

- Presents a possible solution & action
- Draws on evidence
- Uses facts & numbers creatively and accessibly
- Recognizes the political environment and opportunities
- Is simple & brief
- Uses real life stories & quotes
- Adapts the message to the medium
- Encourages audiences to take action
- Targets what the primary audience will listen to
  - Appeal to MERITS: “Well-resourced, accessible clinics will improve quality of life...” **VERSUS**
  - Appeal to SELF-INTEREST: “If well-resourced, accessible primary health clinics in rural villages are still not available in two years’ time, it is highly likely that your constituencies will fall far behind in terms of health outcomes.”

# Message Development

- **Problem:** Many people do not have access to well-resourced primary health clinics.
- **Solution:** Well-resourced and accessible primary health clinics must be provided to those in rural villages.
- **Action:** The Ministry of Health must construct 200 primary health clinics that are well-resourced and accessible in 100 identified rural villages over the next two years.

# Message Delivery

## 1. *The Messenger*

- **Who** will convey the message
  - Experts
  - Key constituencies
  - Authentic voices
  - Public figures

## 2. *The Medium*

- **How** the message will be conveyed
  - Print
  - Electronic
  - Drama
  - Traditional media

*“Your opponents pick your tactics.”*


- Nelson Mandela



# 5. SCHEDULE

- The Budget Process
  - Where in the budget process to intervene?
  - Different decisions are made at each stage of the budget process
  - Intervene before the decisions you want to change are being made
- Budget advocacy work requires year-round commitment
- Research should be credible, timely, and accessible
- Constantly scan the environment for opportunities and take advantage of them to promote your advocacy
  - Have a PLAN, Be FLEXIBLE





➤ Developing an advocacy strategy is about achieving your **BUDGET ADVOCACY OBJECTIVE** & ultimately the organization's **GOALS**

➤ Don't work to follow your plan, work to achieve the objective – plans are reviewed & adapted

➤ Be creative with your strategies, adapt to changes in the environment, and take advantage of opportunities that arise

