



INTERNATIONAL BUDGET PARTNERSHIP  
Open Budgets. Transform Lives.

# Module 4: Budget Advocacy (Session 9)



# Successful Budget Advocacy Makes Use of...

- **Alternative strategies** (litigation used by ACIJ in Argentina around the right to education)
- **Unique opportunities**, for example, around major events (NCDHR in India held a high level press conference related to the 2010 Commonwealth Games)
- **Collaboration** among CSOs, for example, in coalitions (the Child Support Grant campaign in South Africa to increase the amount and range of beneficiaries eligible for the grant)
- **Aid and budget monitoring** (OAKDF monitored earthquake relief funds in Pakistan)
- **Different types of media** (HakiElimu in Tanzania conducted advocacy on the quality of education using billboards, radio & television spots, short films, and popular publications that made use of cartoons)
- **Multiple strategies** (Samarthan in India combined social audits, budget tracking, community mobilization, engagement with government officials, and media for advocacy around the implementation of the National Rural Employment Guarantee Act)



# Adding the Budget Dimension to Advocacy

- Will help to develop your **advocacy objective** further:
  - To be even more **specific**: What in the budget has an impact on your proposed advocacy objective?
- Identify your **primary audience**: if you understand the budget process, the actors in it, and their roles → you know who could make the change that you want
- Know your **opponents**: who may lose from your budget solution?
- Begin to understand how you will have to **frame your message** to get the outcomes that you want
- Start thinking about your **schedule** of actions: when to do what



# Adding the Budget Dimension (cont.)

- Will help you to develop your **advocacy objective** further:
  - To be even more **specific**: Which of the possible solutions generated in the budget system analysis is the right one? How much money is needed & where do you find it?
  - To make sure your objective is even more **achievable** and **timebound**: *When* could the budget change you are proposing take place? *How much* of it can happen *when*?
- To confirm your **primary audience**: which of the possible decision makers is the right one?
- To develop your **message** by gathering evidence to back up your advocacy arguments

