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