Module 4:
Budget Advocacy
(Session 9)
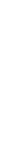
Successful Budget Advocacy Makes Use of…

- **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)

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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_

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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

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