



INTERNATIONAL BUDGET PARTNERSHIP
Open Budgets. Transform Lives.

Module 5: Budget Advocacy (Part I)





Developing a Budget Advocacy Objective



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Key Components of an **Advocacy Strategy**

1. Strategic analysis
- 2. Advocacy objective**
3. Stakeholder analysis
4. Advocacy message (development and delivery)
5. Schedule



Questions to Guide the Development of an Advocacy Objective

- **WHAT** action civil society do you want government to take?
- **WHO** in government needs to take this action?
- **WHEN** should this action be taken? (i.e., at what stage in the budget process?)
- **HOW** should this action be taken? (i.e., how the change you're proposing can be implemented)
- **WHERE:** Which geographical areas should benefit from this action? The “where” should indicate the area(s) that have the most need, i.e., where the problem you want to address is most critical.



Developing a Budget Advocacy Objective

What do you want government to do?

Objectives should be **SMART**:

- ❖ **Specific**
- ❖ **Measurable**
- ❖ **Achievable**
- ❖ **Realistic**
- ❖ **Timebound**



The S in SMART

Specific:

- Specify the action you want government to take.
- Be as detailed as you can.
 - It is too vague to set a goal to provide decent primary health clinics for all.
 - Set a specific goal to **prioritize the construction of primary health clinics in rural villages where there is most need.**
- Objective should not be a statement of the problem. It is a statement of **the solution** that you would like to see implemented.



The M in SMART

Measurable:

- You must be able to measure the change that you're advocating for.
- Provide numbers, so that you can evaluate your achievements at the end of your campaign.
- Clearly state the number of goods, structures, or services that you want government to deliver.
- Not sufficient to state that government should “build more health clinics”. How many should they build?



The ART in SMART

Achievable, Realistic / Result-Oriented, and Time-bound:

- Link your objective to the stages in the government's planning, budgeting, and service delivery processes
 - *What can realistically be achieved in the current context?*
 - *Set a time-frame: this financial year, in the next 3 years, by 2016*
 - *State how government can achieve the change that you're proposing*
- Describe the end result (impact) and not what you plan to do (activities)
 - *How will people's lives be different because of your advocacy?*
- For big, long-term goals, think about progressive realization
- Partners in a coalition will likely not commit to objectives that are too far out of reach