

## IDENTIFY GOOD ADVOCACY MESSENGERS

The messengers are individuals, organisations, or groups that convey a message to a specific target audience.

### ➔ The 3 key qualities of a good advocacy messengers

THE 3 CIRCLES OF THE BELOW DIAGRAM REPRESENTS THE 3 KEY QUALITIES OF A GOOD ADVOCACY MESSENGERS

- Be a good and effective communicator
- Have high level of influence on your target audience
- Have expertise or knowledge on the issue

#### INSTRUCTIONS

Refer back to your Landscape Analysis and Influence Mapping exercise to see who stands out as a current or potential messenger to carry your messages to the target audience. Use the diagram and follow the below steps to identify who would be the best messenger to carry out your message:

- 1 Which tentative messengers have you identified? Write down 2-3 names
- 2 Place the names on the diagram where appropriate, according to their level of knowledge/expertise on the issue, influence on the target audience, and effective communications skills.
- 3 Who is the best messenger? The best messenger will be the name that appears in the middle.

