

## MAP ADVOCACY NEEDS AND RESOURCES

This template will help you understand what resources and capacity you have for your advocacy strategy and implementation plan. From this, you can develop a more detailed budget based on what resources you have, and help you to source resources you need.

### Ask yourself

1. What work are we planning to do?
2. What human and financial resources will it take?
3. Who will do the work?
4. What funds are needed?
5. Are the needed funds available?
6. If not, where the funds can be found?

Below and on the following page you will find examples of resources commonly needed for advocacy strategy and implementation. Additional elements/factors might be added or removed, depending on your specific needs and resources.

#### NOTES:

WHAT RESOURCES DO YOU NEED TO CONSIDER?		WHO WILL DO WHAT? STAFFING AND TIME REQUIRED		
		Our organisation <b>PARTNER 1</b>	Our partners <b>PARTNER 2</b>	Our partners <b>PARTNER 3</b>
<b>1. STAFF</b>	<ul style="list-style-type: none"> <li>• Staff members needed</li> <li>• Salaries and benefits</li> <li>• Consultancies fees</li> </ul>			
<b>2. STRATEGY DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>• Facilitation cost (Trainings, Meetings &amp; retreats)</li> <li>• Landscape Analysis (Research, Analysis)</li> </ul>			
<b>3. PARTNERSHIP DEVELOPMENT AND MAINTENANCE</b>	<ul style="list-style-type: none"> <li>• Meetings, retreats, etc</li> <li>• Managing the partnership: communications, coordination, materials, etc.</li> </ul>			
<b>4. MESSAGING AND COMMUNICATIONS</b>	<ul style="list-style-type: none"> <li>• Message development</li> <li>• Gathering or generating credible evidence</li> <li>• Developing and training messengers and champions</li> <li>• Accessing channels to get the messages out: social media, website development, media buy, etc.</li> <li>• Developing products, materials (factsheets, publications, brochures, etc)</li> </ul>			
<b>5. OPPORTUNITIES AND EVENTS TO REACH TARGET AUDIENCES</b>	<ul style="list-style-type: none"> <li>• Conferences, briefings, meetings, etc</li> <li>• Media conferences, trips and briefings</li> <li>• Vaccine introductions, campaigns, rallies, etc</li> </ul>			
<b>6. FUNDRAISING (FOR THE CAUSE AND /OR FOR YOUR ADVOCACY STRATEGY)</b>	<ul style="list-style-type: none"> <li>• Events</li> <li>• Promotional material and items</li> </ul>			
<b>7. INDIRECT COSTS (MAY OR MAY NOT BE DIRECTLY CHARGED TO THE PROJECT)</b>	<ul style="list-style-type: none"> <li>• Office space</li> <li>• Equipment</li> <li>• Supplies</li> <li>• Others</li> </ul>			
<b>8. CONTINGENCY FUNDS</b>	<ul style="list-style-type: none"> <li>• Unexpected expenses</li> </ul>			