# Annex A: Advocacy Messaging Framework Template

## Part 1: Advocacy goals

State up to three overarching goals for all your advocacy activities.

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| --- | --- |
| Goal #1: |  |
| Goal #2: |  |
| Goal #3: |  |

## Part 2: Decision makers to target

List those decision makers you will need to influence to achieve your goals.

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| --- | --- |
| Decision-maker #1: |  |
| Decision-maker #2: |  |
| Decision-maker #3: |  |
| Decision-maker #4: |  |
| Decision-maker #5: |  |

**Important note: Although key messages may be the same for all of your decision-makers, you may need to complete Steps 3 – 5 for each decision-maker. This will help you ensure that key messages are aligned with the interests, agendas and needs of each decision-maker.**

## Part 3: Key information about the decision maker

Document each decision maker’s current level of knowledge about the ring and their interests or agenda.

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| --- | --- |
| **Decision-maker (Title/person type/process)** | **Role** |
|  |  |
| **What is this decision maker’s current level of knowledge about the ring?** | |
|  | |
| **What is(are) the key interest(s) or agenda of this decision maker?** | |
|  | |
| **How does the ring align with or respond to this decision maker’s key interest or agenda?** | |
|  | |
| **What specific action do we want this decision maker to take?** | |
|  | |

## Part 4: Key advocacy messages

Write up to three key messages you can use to communicate to each decision-maker. Write up to write up to three supporting messages for each key message.

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| --- | --- | --- |
| **Key message #1** | **Key message #2** | **Key message #3** |
|  |  |  |
| **Supporting message #1a** | **Supporting message #2a** | **Supporting message #3a** |
|  |  |  |
| **Supporting message #1b** | **Supporting message #2b** | **Supporting message #3b** |
|  |  |  |
| **Supporting message #1c** | **Supporting message #2c** | **Supporting message #3c** |
|  |  |  |

## Part 5: Delivery channel and tools

List the channels, tools and materials, and messengers you can use to deliver your key and supporting messages to each decision maker.

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| --- | --- | --- |
| **Delivery channels/platforms** | **Associated tools and materials** | **Messengers** |
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|  |  |  |

## Part 6: Coalition to engage

List the allies you might engage to get your messages out and their motivation to support your campaign.

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| --- | --- | --- |
| **Allies: other advocates and advocacy groups** | **Focus of their work** | **Their interests** |
|  |  |  |
|  |  |  |

## Part 7: Key processes to influence

Inventory any specific processes that you might want to engage with during your advocacy campaign.

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| --- | --- |
| **Process** | **Date** |
|  |  |
|  |  |

## Part 8: Implementation plan and timeline

Develop a general timeline and indicate responsibilities for the implementation of your advocacy campaign.

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| --- | --- | --- |
| **Task** | **Responsible** | **Deadline** |
|  |  |  |
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|  |  |  |
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