



Advocacy Strategy Template



GLOBAL
CENTER ON
ADAPTATION



Advocacy Goal(s)

Insert your overarching advocacy goal(s)

Advocacy goal 1:

Insert your first advocacy goal. Use the box below to list the objectives related that goal.

Objectives:

Advocacy goal 2:

Insert your second advocacy goal. Use the box below to list the objectives related that goal.

Objectives:

Advocacy goal 3:

Insert your third advocacy goal here and use the box below to list the objectives related to that goal.

Objectives:



Advocacy Goal 1

This page will provide an overview of the main strategy components for your first advocacy goal.

Objectives

The objectives break down the goal. Identify the specific objectives that the initiative is intended to achieve. Objectives must be achieved to reach the ultimate goal.

Primary Targets:

Identify the individual targets (not organizations/institutions) for your goal. Who has the power to make the change you want to see?

Secondary Targets:

List the targets who have access to and influencing power over your primary targets. Who has the power to influence the primary targets to support or oppose your issue?

Partners:

Allies:

Opponents:

Tactics

List the main tactics that will influence your primary and secondary targets. Include any important dates for engagement, such as around the COP, or influencing events, such as relevant workshops/conferences.



Advocacy Goal 2

This page will provide an overview of the main strategy components for the second advocacy goal.

Objectives

The objectives break down the goal. Identify the specific objectives that the initiative is intended to achieve. Objectives must be achieved to reach the ultimate goal.

Primary Targets:

Identify the individual targets (not organizations/institutions) for your goal. Who has the power to make the change you want to see?

Secondary Targets:

List the targets who have access to and influencing power over your primary targets. Who has the power to influence the primary targets to support or oppose your issue?

Partners:

Allies:

Opponents:

Tactics

List the main tactics that will influence your primary and secondary targets. Include any important dates for engagement, such as around the COP, or influencing events, such as relevant workshops/conferences.



Advocacy Goal 3

This page will provide an overview of the main strategy components for the third advocacy goal.

Objectives

The objectives break down the goal. Identify the specific objectives that the initiative is intended to achieve. Objectives must be achieved to reach the ultimate goal.

Primary Targets:

Identify the individual targets (not organizations/institutions) for your goal. Who has the power to make the change you want to see?

Secondary Targets:

List the targets who have access to and influencing power over your primary targets. Who has the power to influence the primary targets to support or oppose your issue?

Partners:

Allies:

Opponents:

Tactics

List the main tactics that will influence your primary and secondary targets. Include any important dates for engagement, such as around the COP, or influencing events, such as relevant workshops/conferences.