



# TRAINING ON ADVOCACY AND LOBBYING

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## Intro

- Having a hard time getting your voice heard?
- Want to strengthen your influence? Want to reach politicians and opinion leaders but have a hard time getting your message across?
- Want to change the world but don't know where to start? Ask the PoT!

## Symptoms

- You are not in the right networks and miss invitations to conferences, as a participant or as a speaker
- No one reads your policy papers
- Your volunteers are confused on which are your standpoints
- The decision-makers do not know who you are and what you stand for

## Objectives

- Understand why advocacy and lobbying are important.
- Identify your targets and your partners and learn how to approach your target group.
- Identify your objectives and plan how to reach them.
- Explore various channels of advocacy and tools to reach your objectives.
- Create a realistic approach and structure for an advocacy process your organisation can deliver.

## Contexts

- When your organisation is planning new advocacy work (or also campaign).
- With new board, key volunteers or staff members.
- When an issue important to you is discussed by decision-makers.
- When you want to enhance your network.
- When you set strategic priorities and work plans.

## Target audience

Board members, Secretary-Generals, Policy Officers, Key volunteers involved in external representation.

## Modules

### **AdWHAT?**

What is advocacy, what is lobbying and why youth organisations do and need it.

### **Communications for Advocacy**

Explore which tools of communications are available for advocacy purposes, which are their strengths and how to use them!

### **Advocacy and Lobby Strategy**

Define the issue - Set aims and objectives - Identify targets - Develop key messages - Build support, develop the right tool, plan efficiently, and raise support and funds. Get your position heard - by the right people -- celebrate success! – Repeat.

### **Personal approach to decision-makers**

Know who you need to talk to, set up a meeting, make your argument and leave an impression; create a personal advocacy network and build support for your cause.

## How can the PoT support you?

- Train your key volunteers or staff members.
- Train your trainers.
- Offer advice for your strategy.
- Support in the evaluation of your strategy.

# POOL OF TRAINERS & FACILITATORS (PoT)

## MORE INFORMATION

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