



# Introduction to Successful Advocacy

Effective Advocacy for Civil Society Law Reform  
Ramses Hilton | 27 – 28 February 2010 | Cairo, Egypt



المركز الدولي لقوانين منظمات المجتمع المدني  
The International Center for Not-for-Profit Law

# What is Advocacy?

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- ▶ There is no universal definition of advocacy
- ▶ **Developing a Strategy and Taking Action to Influence Public Decision-Making**
- ▶ A **broader definition** of advocacy includes many types of activities aimed at changing legislation, people's behaviors and the way society is organized
- ▶ Closely related to *lobbying*, which is conducting activities aimed at influencing *public officials and especially Members of Parliament* to vote for or against specific legislation

# Who is a Successful Advocate?

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- ▶ Promotes law and policy reforms instead of just “making noise”
- ▶ Makes proposals that are informed, targeted, and efficient
- ▶ Considers multiple outcomes and goals
- ▶ Develops a well thought-out and creative **written advocacy plan**
  - ▶ Crafts **targeted messages for different audiences**
  - ▶ Build bridges to **other organizations**
  - ▶ Effectively **uses the media**

# Developing the Plan:

## Issue Identification and Analysis

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- ▶ Identify the issue(s) and major players
- ▶ Identify the positions of decision-makers and the ways they can be influenced (target your message)
- ▶ Gather information from multiple sources
  - ▶ Facts, figures, model laws, international experiences, and input from
    - ▶ Your organization's members
    - ▶ The government
    - ▶ Outside experts
    - ▶ The public and others

# Developing the Plan: Cultivating Individual Relationships

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- ▶ Identify the centers of power
  - ▶ Key government officials
  - ▶ Influential persons and organizations in business and media
  - ▶ Experts
  - ▶ Major constituencies
- ▶ What can YOU do for THEM?
- ▶ Building relationships takes time

# Developing the Plan: Building a Coalition

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- ▶ Effective coalitions are often issue-driven, not ideological. You do not have to agree on everything – focus on mutual interests.
- ▶ Different sectors of society should be represented
- ▶ Communication and open dialogue is key to the effectiveness of the coalition

# Developing the Plan: Public & Media Outreach

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- ▶ Need to develop and disseminate clear and convincing written materials to *publicize, educate, and persuade*
- ▶ Materials must be *targeted to their audience!*
  - ▶ Example: Childhood and Motherhood Law  
What types of materials for *children?* For *mothers?* For *newspapers and other media?* For *Members of Parliament?*
- ▶ Organize and host events to solicit broad public input and participation
- ▶ Use media effectively to publicize issues, build public support, and pressure government officials

# Legislative Drafting

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- ▶ Amending an existing law or writing a new law?
- ▶ Existing legislation or input into draft legislation?
- ▶ Create a schedule for collaboration and revision of drafts
- ▶ Reach out to technical and legal experts
- ▶ The more people are involved, the more people will support – but too many people in the drafting group will create an unwieldy process.
- ▶ Delegate authority



# Summary: Advocacy Arrow

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