

Advocacy strategy template

An advocacy strategy is a plan of work designed to turn loyal customers into active spokespeople for your brand.

It's about inciting change in your common practices to better align your business with your loyal customers to turn them into raving advocates.

The purpose of developing a strategy is to ensure your plans are well thought through, commonly understood, and adequately resourced before you begin working on the specific issue you're aiming to resolve.

Title:	
Date:	
Duration of strategy:	
Status:	
1. The problem	What problem are you trying to solve? Give a brief description (no more than two paragraphs) of the problem you want to solve. Explain who or what it affects, and its impact. Detail what's currently preventing you from solving that problem.

2. Overall aim

What's your aim for this advocacy strategy? Describe in two to three sentences what your proposed solution to the problem is.

3. Specific objectives

Expand your overall aim by setting out the specific changes you want to make.

Try to have no more than four of these objectives so as to not bloat your strategy. A framework like SMART – Specific, Measurable, Achievable, Realistic, Timebound – will help you ensure these objectives hit the mark.

Make sure you monitor what stage these objectives are at (how close you are to achieving them). You can use the table below as a template:

Aim	Status	Date	Comment
List specific changes or demands that the advocacy is pursuing.	To what extent have these items been achieved? Not achieved / partially achieved / fully achieved.	For items that have been partially or fully achieved, record the date.	Brief comment on the status of the item – e.g. evidence of its achievement