

Advocacy & Networking

Connect and Commit
People to your work



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What is advocacy?

Efforts to influence decision makers:

- To increase peoples knowledge
- To influence peoples definition
- To influence peoples behavior



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How to advocate?

- Know your counterpart
- Know your product & yourself
- Know what you are asking for
- Be courteous and maintain a friendly attitude



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Strategies to use for advocacy

Communication strategy and materials are key:

- Media
- Campaigns
- Events

- Publication of reports
- Internet
- Letters to relevant people



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What is networking?

Networking is to create a relevant base of stakeholders that can contribute to your cause



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Why networking?

Networking ensures that your organization:

- Is better embedded with other organizations
- Is able to exchange and share information, strategies and knowledge
- Is able to develop partnerships to realize your objectives
- Is able to apply the learnings to your own policy and practice



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Who do you network with?

Anyone who can be a stakeholder to your organization:

- Beneficiary
- Donor
- Ambassador
- Colleague organization
- Politicians
- etcetera



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How to network?

- Stay in touch with people you like and respect even if they can't help you immediately
- Talk to people you don't know everywhere you go
- Become a better listener, ask questions
- Practice your presentation skills
- Keep your brochures, business card ready
- Follow up on any lead, no matter how minor
- Remember people's names and what they do



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Guiding principles

Presentation

- Present yourself well (within 1 minute)

Target group

- Know who you have in front of you

Objective

- Know what you want to get out of this meeting

Legitimacy, Credibility and Accountability

- Make sure you have right to speak, proven expertise & are well organized



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