

Cancer Advocates programme: Advocacy strategy guidelines

This template has been designed to support you to develop an executive summary of your advocacy strategy, which should not exceed two pages.

Country background

Brief context and situation analysis of cancer control challenges

Advocacy priorities

What is the campaign goal? What priorities have you selected as key next steps toward improving cancer control in your country?

Objectives

What are your SMART (specific, measurable, attainable, realistic/relevant, time-bound) objectives?

Key stakeholders

Who are the people that you need to engage in order to achieve your objectives? Who can you work with to build momentum and support?

Key messages and outputs

What do the decision makers and stakeholders you have identified need to hear? Why should they care about it? What is the message? How will you deliver your message?

Key activities and milestones

What are the key milestones, moments, or opportunities for influence? How will you prepare your advocacy messaging and evidence in the lead up to and the day of these events?

Internal roles and responsibilities

Who in the organisation do you need to engage in order to draft and deliver the advocacy strategy?

Fundraising strategy

How much will your advocacy activities cost? Can your costs be covered in your current budget? What is your funding goal?

Monitoring, evaluation & learning (MEL)

How do you plan on assessing progress and impact?