

How to use the Advocacy Register templates

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Purpose of these templates

An Advocacy Register is a set of documents through which a CLCs can plan, record and review its advocacy activities. Three templates are provided which may be useful as part of an Advocacy Register. The templates are designed to help CLCs to:

- Think through and plan systemic advocacy activities (for example, by analysing relevant stakeholders, deciding on overall strategic approach, and developing key frames and messages for the advocacy).
- Record information about systemic advocacy and law reform activities they conduct.
- Reflect in a structured way on the effectiveness of the systemic advocacy activities they undertake, and continue to improve this aspect of their work.
- Gather data to measure a number of indicators within the CLC Sector Outcomes Measurement Framework.

What the templates include

The Advocacy Register package consists of three separate templates:

- **Advocacy Overview template:** This provides a brief summary of the range of systemic issues on which the CLC advocates or intends to advocate in future. It can be used to track the overall patterns of advocacy by your CLC as well as to note issues which could be considered for future advocacy.
- **Advocacy Planning and Evaluation template:** A detailed set of structured questions (sections 1 to 9) which record information about CLC advocacy on a particular systemic issue. This template should be repeated for each issue on which the CLC is advocating. This template records information on the issue, the individuals or groups leading the advocacy, the aims of the advocacy, relevant stakeholders, the broad strategy being used, key frames and messages, the specific advocacy activities undertaken, and an overall evaluation of the outcomes and process of the advocacy. It will be most useful if your CLC wishes to take a systematic and thorough approach to planning, monitoring and evaluating your advocacy work.
- **Advocacy Brief Reflection template:** A short (5 question) template which supports a brief reflection and evaluation process for advocacy work. It can be used to reflect on a specific advocacy project or campaign, or on all the advocacy activities undertaken by your organisation.

How to use the templates

- The templates could be used by an individual CLC, or by an alliance of individuals and organisations working together on an issue. If used by an alliance, it is recommended that one of the people involved be given primary responsibility for maintaining the Advocacy Register on behalf of the alliance.
- The templates may be used in full, or organisations may select the templates or sections that are most relevant to their needs. For example, if stakeholder analysis or development of key messages has occurred through other channels, it may not be necessary to document these elements in the templates.

However, if time allows, it may be beneficial to use the full Advocacy Planning and Evaluation template to provide a comprehensive summary of advocacy work, and a central point for reflection and planning.

- Generally, if a CLC wants to plan and reflect on its advocacy on a particular systemic issue, it would only need to use either the Advocacy Planning and Evaluation template, or the Brief Reflection template. The areas covered in the Brief Reflection template are also included in the longer Planning and Evaluation template.
- Add your organisation/alliance name and logo in the headers.
- If you use the Overview template, complete the template with the list of systemic issues which have been identified for potential action by your CLC / alliance. (If you are only using the Advocacy Register to capture your work on a single issue, then the Overview template may be unnecessary). The Overview template could be updated periodically, or on an ongoing basis as issues are identified.
- As most the data is qualitative, you should not need to enter it elsewhere apart from the Advocacy Register. Analysis will involve qualitative review and reflection on the themes in the information gathered, and tallies of certain fields such as number of issues identified (Overview template) or advocacy activity reach (Planning and Evaluation template, section 7).
- If you are gathering inputs from many people, you may wish to consider creating an online survey that replicates relevant parts of the templates.
- Remember that even though the templates do not ask for identifying information about people, the data may be sensitive and the Register should be circulated only to authorised people.

Specific instructions for using the Advocacy Planning and Evaluation Template

- Identify which systemic issues and advocacy areas you will record detailed information on. Create a copy of the Advocacy Planning and Evaluation template for each issue or campaign. (These could all be in the same document, or you could create a separate document for each issue so that you may share them with different groups of people.)
- There are several approaches to entering information into the Advocacy Planning and Evaluation template. For example, you could:
 - Use it as a planning tool in the early stages of developing an advocacy campaign. It could be completed by a few key people, or workshopped through participatory processes with a range of stakeholders.
 - Use it on an ongoing basis to record information about advocacy activities conducted (section 7) so the information is collated and easy to access when needed.
 - Use it periodically for reflection and review of advocacy activities. This could occur on a regular basis (e.g. annually), following major milestones (e.g. completion of an intensive period of advocacy or after a significant outcome), or when the campaign is considering changing its approach. Again, reflection could occur amongst a few key people, or as a participatory process with inputs from many people.
- Remember that some sections of the Advocacy Planning and Evaluation template relate to indicators in the Sector Outcomes Measurement Framework. If you plan to report on indicators from the Framework, make sure you retain the associated sections!

Connection with Sector Outcomes Measurement Framework

Many of the sections in the Advocacy Register templates help to measure specific indicators in the Sector Outcomes Measurement Framework. The following table shows the correspondences between the Advocacy Register templates and the Outcomes Measurement Framework.

Outcomes Measurement Framework indicator	Advocacy Register template, section and fields
4.1 'Other possibilities for data collection' - Overall number and type of issues advocated on by CLC	Advocacy Overview template <ul style="list-style-type: none"> • Issue • Periods of active advocacy
4.2a - Advocacy reach	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Reach (audience statistics from various platforms can be compiled here)
4.2b - Public mentions citing CLC frames and messages	Advocacy Planning and Evaluation template: Section 6 (Key frames and messages) Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Reach • Comments/reflection (public mentions related to various advocacy activities can be listed here)
4.2c - Decision-makers directly reached by CLC advocacy	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Reach • Comments/reflection (including notes on decision-makers' responses, progress achieved etc.)
4.2 'Other possibilities for data collection' - Number of media, social media and publication advocacy activities conducted by CLC, by type of activity	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What?

Outcomes Measurement Framework indicator	Advocacy Register template, section and fields
4.3a - Call to action responses	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Reach (call to action response statistics from various platforms can be compiled here) The Advocacy Brief Reflection template could also provide relevant information.
4.3b - Support for self-advocacy	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Who? • Reach • Comments/reflection (including role of CLC in supporting advocacy by others)
4.3 'Other possibilities for data collection' - Number of strategic/public interest matters on which CLC provides representation for people experiencing systemic injustice	Advocacy Planning and Evaluation template: Section 7 (Advocacy activities) <ul style="list-style-type: none"> • When? • What? • Who?
4.4a - Systemic improvements	Advocacy Planning and Evaluation template: Section 1 (Issue) Advocacy Planning and Evaluation template: Section 3 (Aims – Specific changes, demands or recommendations) <ul style="list-style-type: none"> • Item • Status • Date • Comment Advocacy Planning and Evaluation template: Section 8 (Changes to law, policy or process) <ul style="list-style-type: none"> • What was the change? Advocacy Planning and Evaluation template: Section 9 (Overall evaluation) <ul style="list-style-type: none"> • What positive changes have occurred in relation to the issue? The Advocacy Brief Reflection template could also provide relevant information.

Outcomes Measurement Framework indicator	Advocacy Register template, section and fields
<p>4.4 'Other possibilities for data collection' - % of systemic issues on which CLCs actively campaign in which there is a shift in decision maker positions towards CLCs' preferred position</p>	<p>Advocacy Overview template</p> <ul style="list-style-type: none"> • Issue • Periods of active advocacy <p>Advocacy Planning and Evaluation template: Section 1 (Issue)</p> <p>Advocacy Planning and Evaluation template: Section 4 (Stakeholder analysis)</p> <ul style="list-style-type: none"> • Individual / group • Initial position • Current position • Comments / reflection <p>Advocacy Planning and Evaluation template: Section 8 (Changes to law, policy or process)</p> <ul style="list-style-type: none"> • What was the change? <p>Advocacy Planning and Evaluation template: Section 9 (Overall evaluation)</p> <ul style="list-style-type: none"> • What positive changes have occurred in relation to the issue? <p>The Advocacy Brief Reflection template could also provide relevant information.</p>