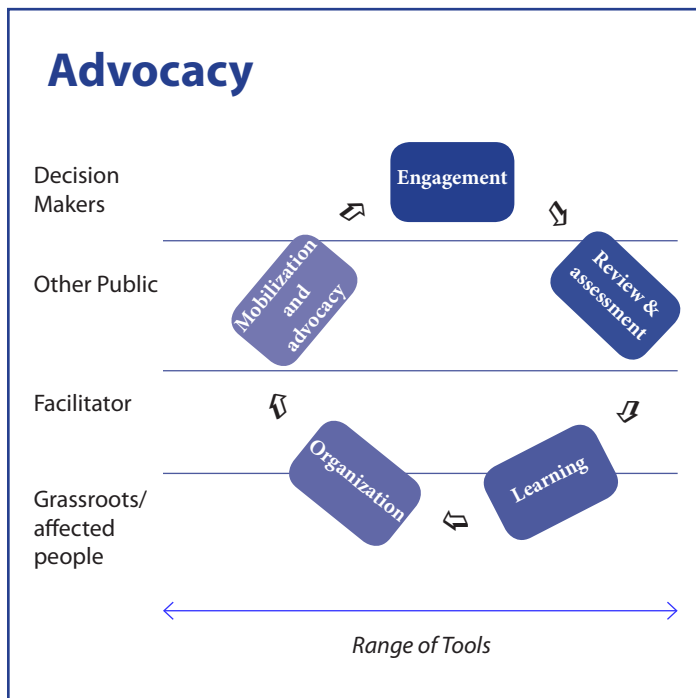


The A-B-Cs of Advocacy*

Advocacy generally starts with “organization,” and proceeds to “mobilization,” and culminates in “engagement.”

Advocacy does not end here however, but is followed by “review and assessment” in order to facilitate “learning.” The diagram below presents this cycle of advocacy in greater detail:



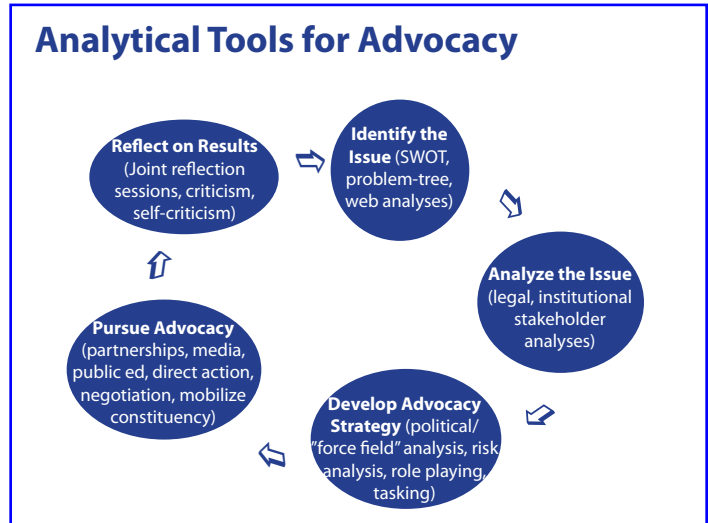
Advocacy can be better understood by classifying its activities into essentially two kinds. *Upstream* advocacy pertains to the initiatives made to publicize issues that need to be addressed. This is the high-visibility part of advocacy.

Meanwhile, *downstream* advocacy involves building consensus and forging alliances and networks, lobbying and attending meetings.

What Campaigners Should Not Do...

The following are the most common mistakes in undertaking advocacy campaigns:

1. Talking to the wrong person or group... or the wrong target;



2. Singing to the choir or talking to the converted – instead of those who need convincing;
3. Addressing an issue that is TOO BIG or TOO COMPLICATED to handle;
4. Not knowing what the people really want;
5. Not having any **concrete** demands, alternative proposals – all complaints, but no solutions;
6. Having too many mixed messages;
7. Having too many meetings, but NO ACTION!; and
8. PARALYSIS from too much ANALYSIS.

Checklist for Campaigners

Advocates should ask themselves the following questions before embarking on their campaigns:

- Is the issue based on the **felt needs** of the poor?
- Does the issue have a **constituency**?
- Do we have a **counter-proposal** or an **alternative**?
- Have we identified the **right targets** for our advocacy?
- Do we know exactly **what results** we want?
- Are these **achievable**?
- Do we have a high **chance of winning** what we want?
- Can we afford the **risks** involved?
- Can we **sustain our efforts**?

* Excerpted from a presentation by ANTONIO B. QUIZON, former ANGOC executive director and current ANGOC boardmember