

#14 PLANNING MOMENT : 10 MAPPING ADVOCACY STRATEGIES

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Chapter in "A New Weave of Power, People & Politics. The Action Guide for Advocacy and Citizen Partnership", 1994

Topic for advocacy Advocacy

http://www.powercube.net/wp-content/uploads/2009/11/newweave_chapter10.pdf

Description of the good example

A New Weave of Power, People & Politics provides a well-tested approach for building people's participation and collective power that goes beyond influencing policy and politics to transforming public decision-making altogether. Based on 25 years of participatory research, community development, neighborhood organizing, legal rights education, and large-scale campaign advocacy experiences worldwide, A New Weave combines concrete and practical action steps with a sound theoretical foundation to help users understand the process of people-centered politics from planning to action. The document presents different advocacy strategies attempt to solve a problem step-by-step by getting at its systemic causes and focusing on specific issues.

Target - Who can best use this example or document?

Local and national councils, not-for-profit organisations, grassroots sport organisations, Civil Society Organisations

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

The document is a good example of mapping advocacy strategies, intervention and building capacity in organisations to engage in active, cross-sector advocacy. It provides sustainable activation, and promotes partnerships.

Learning points - What can we learn from it?

How to choose and plan the right strategy, how to explore, construct and compare the potential impact and feasibility of alternatives, depending of the needs of your organisation.

Further information

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