How will you measure success? Policy change can take time, so don’t just focus on the end point of your goal. Develop measurement benchmarks along the way so you’ll know you’re making progress and to help you refine your advocacy strategy as needed.

What are the most powerful messages? Use what you know about your decision-makers’ interests to develop a compelling message about your advocacy goal. Your message should briefly introduce the issue, connect it to your decision-makers’ interest, address the solution, and end with a clear “ask.” It is important to also identify people who can deliver that message most effectively.

Who are the decision-makers & influencers? Identify the specific decision-makers who have the power to give you what you want and the influencers who can persuade them to act. These are the individuals who can say yes or no to your goal, so be specific.

What opposition & obstacles exist? It’s important to understand who may resist or oppose your goal in order to design tactics and messages to reduce their influence on key decision-makers. Also, identify obstacles—like competing priorities, political controversy, or insufficient resources—that might hinder progress.