



Advocacy, Campaigning & Community Mobilisation

M O D U L E 3

Youth Renewed Policy Agenda on promoting LGBTQ+ Rights and Participatory Inclusion

2024-2-MT01-KA154-YOU-000258395



Erasmus+
Enriching lives, opening minds.

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What You Will Learn

01 Advocacy Fundamentals

What advocacy is and why it matters

02 Campaign Strategy

Planning effective campaigns

03 SMART Goals

Setting measurable objectives

04 Coalition Building

Forming powerful partnerships

05 Community Mobilisation

Energising grassroots action

06 Local Action Design

Planning grounded, effective interventions

What Is Advocacy?

"Advocacy is the deliberate process of influencing policies, practices, and attitudes that affect people's lives."

Speak Up Give voice to those unheard

Influence Change laws, systems & norms

Empower Build community agency

Forms of Advocacy

 Policy & legislative change

 Public awareness campaigns

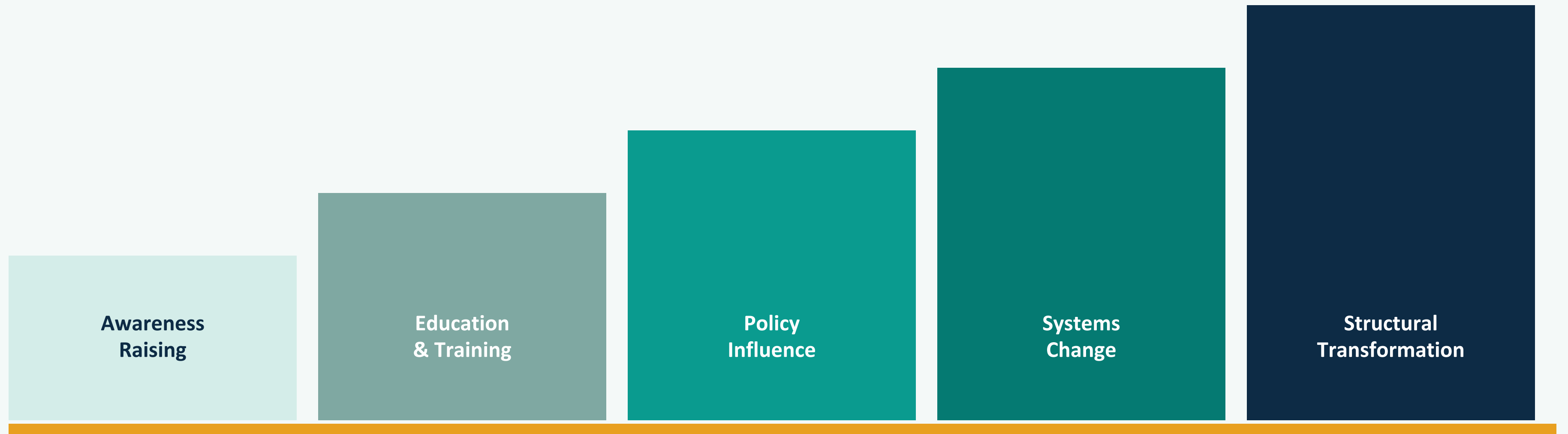
 Community organising

 Media & communication

 Legal & rights-based advocacy

The Advocacy Spectrum

Key Insight: Effective advocates work across the spectrum simultaneously - raising awareness while pushing for deeper systemic shifts. Where does your cause currently operate? Where could it go?



Increasing depth of change →

The Campaign Strategy Framework

1

Define the Problem

What injustice are you addressing?

2

Set Objectives

What specific change do you want?

3

Know Your Targets

Who has power to make the change?

4

Map Your Allies

Who will stand with you?

5

Choose Your Tactics

How will you apply pressure?



Strategy is not linear - you will revisit and revise each step as your campaign evolves.

Setting Goals That Drive Real Change

S

Specific: Clear and well-defined - no vague language *"Reduce single-use plastic in school canteens by 80%"*

M

Measurable: You can track and prove progress *"Reduce plastic items from 500/week to under 100"*

A

Achievable: Ambitious but realistic given resources *"Pilot in 3 schools within our network"*

R

Relevant: Connects to your broader campaign mission *"Aligns with our zero-waste community goal"*

T

Time-bound: Has a clear deadline or milestone *"By the end of the academic year"*



ACTIVITY 1

Problem Tree Analysis

▲ *EFFECTS (branches - visible symptoms)*

Effect 1
(So what?)

Effect 2
(So what?)

Effect 3
(So what?)

CORE
PROBLEM

Root Cause 1
(Why?)

Root Cause 2
(Why?)

Root Cause 3
(Why?)

▼ *CAUSES (roots — underlying drivers)*

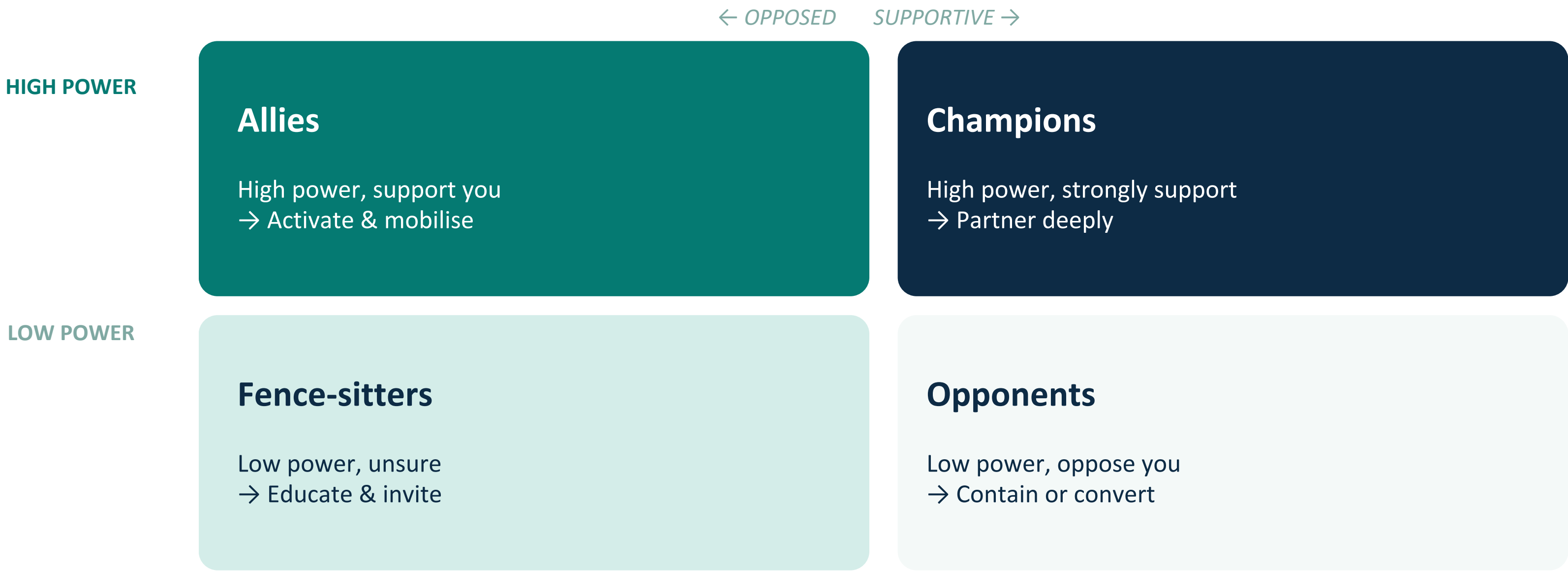
Instructions

15 mins

1. Write your issue in the trunk
2. Add effects above
3. Dig into causes below
4. Share & discuss

Building Powerful Partnerships

Power Mapping: Know Your Landscape



Tip: Focus most energy on champions and fence-sitters - they offer the greatest return on engagement.



Campaign Canvas

20 minutes

Our Issue

What problem are we solving?

Our Goal

What specific change do we want?

Decision Makers

Who has the power to act?

Our Audiences

Who do we need to reach?

Key Messages

What do we want them to know, feel, do?

Our Tactics

How will we deliver the message?

Work in groups · Fill each box · Present back to the room

What Makes Communities Move?

Community mobilisation is the process of activating individuals and groups to work together toward shared goals - building collective will, skills, and action.

01

Start With People

Mobilisation begins with deep listening, not telling. Understand aspirations, grievances and assets.

02

Build Shared Identity

A common 'we' story - who we are, why we act together - creates belonging and resilience.

03

Create Quick Wins

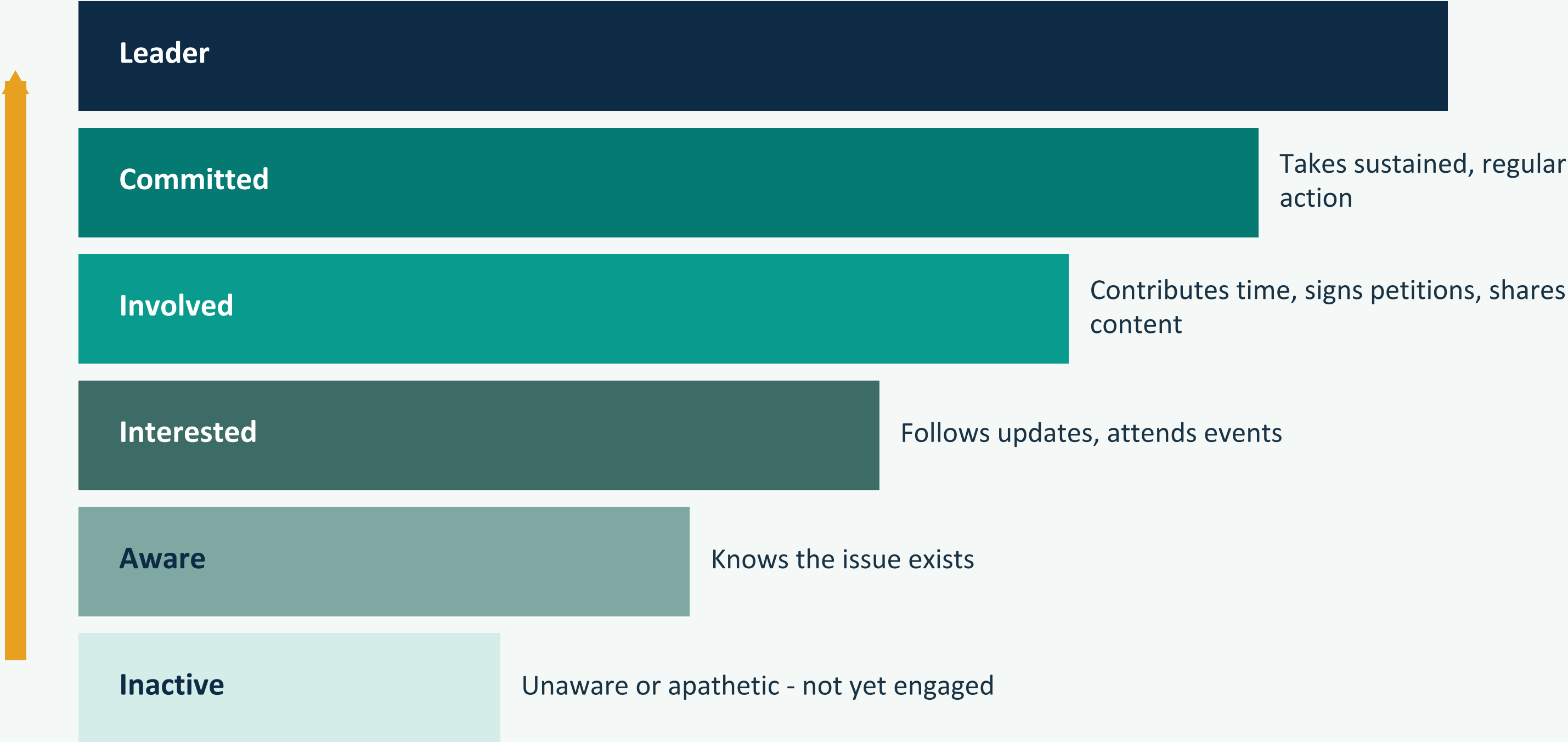
Early visible victories build momentum, trust and proof that change is possible.

04

Sustain With Structure

Formalise roles, spaces and rituals so energy outlasts any single leader or event.

The Engagement Ladder



Your job as an advocate:

Move people up one rung at a time.

Don't try to leap from 'Inactive' to 'Leader' in one step.

Designing Grounded, Effective Interventions



Context

What is the local situation, history & power?



Assets

What existing strengths & resources can we use?



Entry Point

What is the most strategic moment or hook?



Activities

What specific actions will we take?



Partners

Who else must be involved locally?



Learning

How will we know if we are succeeding?



Action Mapping

25 minutes

Action	Who is responsible?	By when?	Resources needed	How do we know it worked?



This table becomes the implementation backbone of your Advocacy Campaign Plan deliverable.

Your Advocacy Campaign Plan

Problem Statement

1

From: Problem Tree

SMART Goal

2

From: SMART Goals slide

Target Audiences

3

From: Campaign Canvas

Key Messages

4

From: Campaign Canvas

Coalition Map

5

From: Power Mapping

Action Plan

6

From: Action Mapping

Key Takeaways & Next Steps

What We Covered

- Advocacy addresses root causes, not just symptoms
- Strong campaigns start with clarity about problem & goal
- SMART goals keep your campaign accountable
- Coalitions multiply your power - build them early
- Community mobilisation requires listening first
- Local action must be grounded in context & assets

Next Steps

This week: Complete your Advocacy Campaign Plan using the activities from today

Next session: Share your plan with a peer for feedback



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