



10 steps to a successful lobbying campaign

Stage 1 – Find out all you can about the issue Check newspapers and media coverage; ask colleagues; check social media conversations. By mapping the environment you will understand the context about the issue being discussed. It will also assist in identifying the audience, supporters and detractors.

Stage 2 – Script your story

This is what is happening; this is how it affects us.

Stage 3 – Develop key messages

Frameworks:

What is right – ‘we applaud’

What is wrong – ‘we are deeply concerned by’

The consequences – ‘this will result in ...’

Call to action – ‘we call on x to do y’

How we can assist - ‘we think we can help by’

Ill, Blame, Cure Consequence

Ill - articulate the problem

Blame - show who is responsible

Cure- shows how the problem can be solved

Consequence - describes the positive side effect of implementing change



Stage 4 – Map the audience

Protagonists	Audience who need to hear our message	Supporters	Detractors
	Stakeholders	Library users	Politicians
	Media	Bodies representing users e.g. community organisations	Community leaders
	Politicians	Wider community	Wider community

Stage 5 – Build the platform for the call to action

Business case, statistics, common sense, anecdotal evidence, stories, past promises.

Consider a SWOT analysis - strengths, weaknesses, opportunities and threats. Helping this is your initial research in Step 1.

Stage 6 – Develop materials

Media release, photographs, PPT, letters, submission, survey, factsheet, campaign branding, social media messaging and schedule.



Stage 7 – Develop opportunities

Media, social media, petition, survey, research, publication, presentations, meetings, public meetings

Stage 8 – Put this all together in a campaign strategy

Consider timeline and phasing of local/national rollout

Stage 9 – Implementation

Make it happen

Stage 10 – Monitor and evaluate

Refine approach as necessary

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