

STRATEGIC ADVOCACY OPPORTUNITIES UTILISED

Indicator Phrasing

INDICATOR PHRASING: Number of strategic advocacy and influencing opportunities utilised with decision makers and opinion formers

Français: to be added later

What is its purpose?

We want to identify strategic decision makers and opinion formers, and influence them in collaboration with the colleagues, partners, activists, movements, churches and communities that we work with. This indicator seeks to measure the number of strategic advocacy and influencing opportunities utilised with decision makers and opinion formers, including ones that have taken place in coalition with others, and in conjunction with the colleagues, partners, churches and communities that we work with. For this indicator, you should only count 'strategic' opportunities utilised. By 'strategic', we mean opportunities that have the potential to result in meaningful progress towards the achievement of your advocacy objectives.

How to Collect and Analyse the Required Data

Count the number of strategic advocacy and influencing opportunities with decision makers and opinion formers utilised. In the narrative, briefly describe each of these strategic advocacy and influencing opportunities with decision makers or opinion formers. Where possible, explain why the opportunity was significant and what the outcome was - for example, did the decision maker or opinion former take a step forward on the policy issue being raised? You can count the strategic opportunity even if no positive outcome has resulted yet. In that case, it may be helpful to state that in the narrative too.

A 'decision maker' is someone who is able to approve and/or implement the public policy or practice change you are seeking to influence. This could be a politician or policy maker, or someone with a formal position in a business or institution, such as the World Bank or United Nations.

An 'opinion former' is an influential stakeholder who is able to shape or have a significant influence on the policy, practice, research agenda, public opinion or discourse around the issues you are advocating on in your context, for example through their position in politics, the media, the church, business, third sector.

A 'step forward' is a shift in the position or actions of a decision maker or opinion former, that helps increase the political space for the actions we want, as a result of our influence. For example, a government consults on whether to adopt a particular policy, or an opinion former publicly supports our advocacy position. Our advocacy work has not yet resulted in a public policy or practice change, but the step forward indicates that we have made progress.

You should only count 'strategic' opportunities utilised. By 'strategic', we mean opportunities that have the potential to result in meaningful progress towards the achievement of your advocacy objectives. You do not need to count every single meeting or email exchange that took place.

In some cases, the 'strategic opportunity' may consist of a series of smaller engagements that together

have the potential to result in progress towards a particular policy or practice change. For example, a series of roundtable discussions with a decision maker or opinion former about a particular policy issue. You should generally count this as one single advocacy and influencing opportunity, unless each separate discussion resulted in a significant step forward by the decision maker or opinion former.

Where possible, state in the short narrative description for each 'strategic opportunity' which of Tearfund's corporate priorities of "Environmental and Economic Sustainability", "Church and Community Transformation", "Reconciled, Peace-filled Societies" and/or "Crisis to Resilience" it contributes to.

Examples of influencing strategic decision makers' and important opinion formers' activities could include:

Lobbying:

- Influence changes in national or local government policies and practices.
- Support partners, colleagues, churches and communities to influence changes in national or local government policies and practices.
- Amplify the voices of partners, colleagues, churches and communities by bringing their causes and issues before global and regional decision makers.
- Amplify the voices of partners, colleagues, churches and communities, who are impacted by humanitarian crises, before the UK government or another overseas government that has the potential to make decisions that will positively benefit their local or national context.

Relationship Building:

- Advocate as part of strategic coalitions, including in strategic leadership roles.
- Build and influence relationships with strategic advocacy stakeholders, government donors and peer agencies.
- Strengthening new and existing relationships with like minded coalitions, partners and allies.

Convening Spaces for Advocacy:

- Enable church denominations, church mother bodies and peer agencies to collaborate on joint national advocacy.
- Enable public policy makers to meet with partners and colleagues.
- Facilitate forums for church denominations to create joint public policy position statements on issues of national interest.

Conference Platforms:

- Attend and speak at strategic conferences being attended by influential decision makers and opinion formers.

Disaggregate by

This indicator does not tend to be disaggregated. You may wish to disaggregate by 'new' and 'existing' contacts, or by the type of decision makers and opinion formers (for example, their position or level of seniority), the type of engagement, and other criteria relevant to the context and focus of the intervention, but only if this is useful for your own monitoring, evaluation and learning purposes.

Important Comments

This indicator seeks to capture a broad range of advocacy and influencing opportunities, provided they are 'strategic', that is, have the potential for meaningful steps forward by the decision maker or opinion former. Do not count every single engagement with a decision maker, only the ones that are 'strategic'.

An advocacy and influencing opportunity can be in the form of, for example, a meeting, an event you have hosted or attended where you were able to use your voice / influence, an email exchange, or a written submission such as a report / briefing / letter.