

STEPS TO ADVOCACY:

Learning from the 2020 Lagos Wetland
Protection Campaign

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The 10-steps are based on our experience as an organisation on this project. In designing the campaign, these are some of the takeaways from executing the campaign.

Step 1- Identify the problem(s)

- *Identify the problem and build a case based on past events that have influenced the current situation. (Check news reports, academic articles, or journals as a reference for information)*

Step 2- Identify a clear vision

- *Clearly state the vision you need to achieve to start the process for change on the issue. (The vision represents a scenario of what your campaign is capable of achieving.)*

Step 3- Outline the objectives

- *How do you get the desired outcomes for the campaign? Think about the steps to take to achieve the details of your vision. Simply put, outline your objectives.*

Step 4- Identify specific groups for the project

- *Identify target groups and specific objectives to achieve for each target group*

Note: *You can break down your vision towards the different target groups in your campaign*

GUIDELINES TO ADVOCATING FOR TARGET GROUPS

Step 5- Research organisations to work with

- *Begin to identify organisations that can partner on this campaign, send out emails that explain the objectives and expectations for partners.*

Step 6- Brainstorm with your team on the next steps

- *As you begin to expand the team, organise a brainstorming session. Focus on outlining the specific objectives and action steps to take for each target group (Possibly an event or workshop).*

Step 7- Create a work plan, scope, and teams

- *Divide your team into sub-teams and create a work plan for each group to strictly manage (a production calendar will also be helpful for the design team).*

Step 8- Invite relevant stakeholders

- Draft a letter for all guests, work closely with the community groups to ensure you are working within their guidelines.

Step 9- Create a budget

- *Account for money spent and create a report on all the events through the campaign.*

Step 10- Keep the conversation going

- *Find a way to ensure continuity amongst your target audience and maintain connection with the network that has now been established.*