

Identifying Resources and Gaps

Effective advocacy depends on a realistic assessment of your capacities – at what resources you have at your disposal and at those you need and don't have. This includes capacities that are both internal to the organization and external as well. When you know what you need but don't have, you need a strategy for how you are going to get it, perhaps even before beginning your advocacy work.

The Resource and Gaps Checklist

I. Looking Internally (Got it?)

- Expertise on the issue and on advocacy
- The research and information needed
- Clear leadership support
- A clear strategy plan
- Dedicated staff capacity, including for coordination
- Financial resources
- Adequate time allocated to it

II. Looking Externally (Got it?)

- The allies you need
- The political information you need
- The political access and connections you need
- Media connections
- Public interest and support

III. How can you fill the gaps?

- Prioritize the most important ones
- Get solid within your organization first
- Start lining up your partners
- Start collecting political intelligence
- Start making the government, media, NGO and other connections that will be important