



Advocacy Box Plan Template

CURRENT POSITION/ SITUATION

Situational analysis, current position of targets:

GOAL

What is your specific advocacy goal, or long-term campaign goals:

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Advocacy Box Plan Template

PLANNED ACTIVITIES

This is what I need to do to reach my advocacy goal:

RESOURCE REQUIREMENTS

These are the resources I need to execute my planned activities:

Measuring Your Success

TARGET

Current Status

CONTACTED

AWARE

INVOLVED

CHAMPION/
ACTION

Current
Assessment

4

3

2

1

Progress

4

3

2

1

GRASSTOPS
INFLUENCER
NAME

ORGANIZATION

CONTACTED

AWARE

INVOLVED

CHAMPION/
ACTION

Current
Assessment

4

3

2

1

Progress

4

3

2

1



Measuring Your Success

**GRASSROOTS
INFLUENCER
NAME**

ORGANIZATION



Current
Assessment



Progress



**LEFT
INFLUENCER
NAME**

ORGANIZATION



Current
Assessment



Progress



Measuring Your Success

RIGHT
INFLUENCER
NAME

ORGANIZATION



Current
Assessment



Progress



Measuring Your Success

TARGET

Current Status

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AWARE

INVOLVED

CHAMPION/
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Assessment

4

3

2

1

Progress

4

3

2

1

**INFLUENCER
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1

Progress

4

3

2

1