

sure to include the specific action you will need them to talk to support the campaign. This style of messaging is often called an “elevator pitch.” Imagine you find yourself in an elevator with someone who can support your campaign. You need to convince them to join you in under 30 seconds to get their attention.

For instance, if you are meeting with a mining company that could become a partner, you could say: “Zero Malaria Starts with Me is building a coalition to end malaria in our country. Malaria causes suffering, hurts families, and makes it harder for people to work. This hurts everyone in our country, even your business. Help us eliminate malaria, we need your support for next year’s bed net distribution to reach as many people as we can.”

Besides the message itself, think of how it can be delivered for maximum effect. Some audiences may be very interested in the issue and willing to read a one-page or two-page brief about your work. Most people simply are not interested enough and are better reached through short paragraphs or single sentences. Your message could be incorporated into speeches, presentations, documents, social media, or any format that will reach your audience.

Sometimes, the messenger is just as important as the message itself. If you have a spokesperson with a strong reputation and influence among the target audience, consider having them deliver the message.

Message development checklist

- Simple and easy to understand
- No jargon
- Positive, inspiring tone
- Focus on the solution
- Evidence-based
- Includes a call to action
- Tailored to the recipient’s interests
- Delivered in an appropriate format
- Delivered by the right messenger

Be especially careful with how your message comes across. If you focus too much on the problem, it can seem too difficult, depressing, and even hopeless. Also, be careful with any images you use. People prefer to look at happy people making their lives better than people who are suffering. Use a positive tone, and partners will want to be a part of the solution!

Resource and need identification

Now that you have an action plan, think about what it will take to get there. Do you have the money, skills, and influence you need to achieve your goals? In the following tool, brainstorm some of the advantages you have for each category, and then think about some challenges, or what you lack.

Resource and need identification tool

	Advantages	Challenges	Next Steps
Human resources			
Financial resources			
Partners			
Relationships			
Reputation			

Adapted from: WaterAid 'The Advocacy Sourcebook' (2007) London



Sample resource and need identification tool

This example is filled in for a fictional country to demonstrate how this chart might look once filled in.

	Advantages	Challenges	Next Steps
Human resources	<ul style="list-style-type: none"> ○ Several skilled and dedicated staff members with advocacy experience 	<ul style="list-style-type: none"> ○ Lack of enough staff to manage routine project management tasks 	<ul style="list-style-type: none"> ○ Plan projects with a light administrative burden to ensure staff has enough time for their other duties
Financial resources	<ul style="list-style-type: none"> ○ The National Malaria Control Programme supports the campaign through an initial grant of US\$ 50,000 	<ul style="list-style-type: none"> ○ The campaign doesn't have sufficient resources for brand awareness and outreach activities 	<ul style="list-style-type: none"> ○ Propose a co-branded marketing to private sector partners
Partners	<ul style="list-style-type: none"> ○ A large telecommunications company has agreed to partner on a social behaviour change campaign 	<ul style="list-style-type: none"> ○ Lack of partners within the Ministry of Health to champion the cause 	<ul style="list-style-type: none"> ○ Organize an awareness-raising session for Ministry of Health staff to share malaria messages and generate support for the campaign
Relationships	<ul style="list-style-type: none"> ○ Many contacts in the Ministry of Finance 	<ul style="list-style-type: none"> ○ No contacts in Parliament 	<ul style="list-style-type: none"> ○ Ask a colleague in the Ministry of Finance to mention the campaign to Parliamentarians at their next meeting. ○ Ask supporters of the campaign to introduce themselves to Parliamentarians at informal events.
Reputation	<ul style="list-style-type: none"> ○ Many members of government heard about the campaign through the African Union 	<ul style="list-style-type: none"> ○ Very few people in the business community or wider population have heard of the campaign. 	<ul style="list-style-type: none"> ○ Use billboards and radio advertisements to let people know about the campaign.

Few public advocacy campaigns secure enough financial resources to meet their goals. To allow your campaign to be effective, you will need to be creative and resourceful. Finding private sector sponsors, reducing administrative costs, and partnering with other campaigns are all ways to get the most value out of what you have.

Risk analysis

Every activity carries some measure of risk. Risk is an acceptable and normal part of any project, but it is important to know what is at stake before you begin. Risks can be factors that could cause the project to fail or cause harm to your organization's funding, reputation and even existence.

Try the following brainstorming exercise. Imagine it is one year from today (or five years, or ten years). Imagine that you failed to meet your objectives. Now write down several reasons why this may have occurred.

Now consider how likely each risk is to occur and how severe the consequences would be. You can use the map below to chart each risk, helping you make informed decisions about what to do next.