

## ADVOCACY VS. LOBBYING & CAMPAIGNING: WHAT'S THE DIFFERENCE?

Campaigning, advocacy and lobbying are a range of tools, mechanisms, initiatives, processes and/or organised actions to initiate and promote changes in policies, programmes or spending

Advocacy

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Lobbying



Campaigning



Actions that aim to change attitudes, policies and practices

Strategic, formal and informal means of influencing specific decision makers on an specific issue

Actions, events and activities to achieve a change and to raise awareness on a specific issue working more widely across organised groups or people

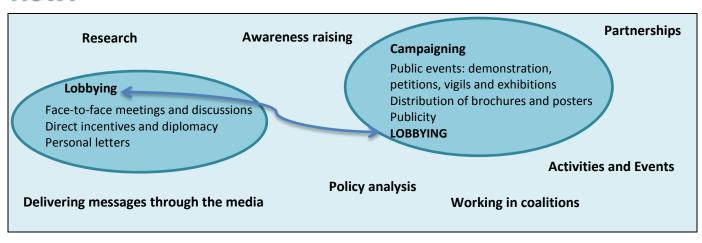
The aim of advocacy, lobbying and campaigning is similar, but the **processes** are different

## What is the difference?

Advocacy is any plan that attempts to influence policy makers and stakeholders through activities designed to increase public attention

Lobbying is one kind of advocacy with the goal of **persuading** governments and its leaders to take a particular position about a specific piece of legislation Campaigning includes lobbying those in power to make changes, and a combination of a number of actions to **build** public support for change

## How?







Carry out a set of planned

activities (Action plan)

## **PREPARATION** Who can affect decision What do you want to making? Which other change? Who are you organisations have the trying to influence? same aims? Identify the problem / the Identify & involve allies, target(s) / key decisionorganise partnerships and **PREPARATION** makers agree roles **Monitoring** & evaluation What to do? How to do What is your message? it? Who will do it? Identify and mobilise the required resources Set goals and objectives

Strategy/Actions