Course Title: Advocacy & Campaigning for Social Change: A Strategic Playbook for Impact

Duration: 5 Days (approximately 35-40 instructional hours)

Course Goal: To provide changemakers with a systematic methodology and a practical toolkit to design, manage, and evaluate strategic advocacy campaigns that effectively mobilize support, influence decision-makers, and achieve tangible social or policy outcomes.

Core Focus: This is a strategy and action course. It moves beyond passion and protest to the disciplined work of building a strategic campaign. It emphasizes a clear-eyed analysis of power, a laser focus on a specific "ask," and the integration of multiple tactics—from grassroots organizing to digital advocacy to policy engagement—into a coherent, powerful whole.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- Deconstruct a social problem and define a clear, winnable campaign goal.
- Conduct a comprehensive power analysis to identify key targets, allies, and opponents.
- Develop a clear "theory of change" for their campaign.
- Craft a compelling campaign narrative and core messaging that resonates with target audiences.
- Design a multi-tactic campaign strategy that escalates over time.
- Understand the fundamentals of grassroots community organizing and base-building.
- Leverage digital tools and social media for mobilization and pressure.
- Plan and execute effective advocacy meetings with decision-makers.
- Create a simple framework for monitoring and evaluating campaign progress and impact.

Target Audience:

- **Activists and Community Organizers.**
- **NGO and Non-profit Staff** (Program Managers, Communication Officers, Policy Officers).
- **Social Entrepreneurs and Foundation staff.**
- **Anyone passionate about a cause** who wants to learn how to move from anger and awareness to strategic action.

Prerequisites:

- A deep commitment to a specific social cause or issue. Participants are strongly encouraged to come with a real-world campaign idea to work on.
- A willingness to think strategically and engage in critical analysis.
- **No prior campaigning experience is required.**

Teaching Methodology:

This is an immersive, highly participatory, and "live-fire" workshop.

- **Campaign-in-a-Week:** The course is structured as an intensive sprint where participants will build a complete campaign plan for their chosen issue from start to finish.
- **Strategy First, Tactics Second:** The curriculum relentlessly emphasizes the importance of a solid strategy before jumping to tactics.
- **Power Analysis Clinics:** A core feature where participants will use mapping tools to analyze the political and social landscape of their issue.
- **Messaging & Storytelling Labs:** Hands-on workshops focused on crafting and refining powerful campaign messages.
- **Peer Consulting & "War Room" Sessions:** A highly collaborative environment where teams present their strategies and receive constructive feedback from peers and the instructor, simulating a real campaign team meeting.

Materials Provided:

- **The Campaigner's Strategy Toolkit:** A comprehensive digital workbook with templates for:

ADEPT TRAINING CENTER

    - Problem Tree & Power Analysis Maps
    - Theory of Change Canvas
    - Campaign Strategy Chart
    - Messaging Triangle
- All case study materials and workshop exercises.
- A curated guide to free digital campaigning tools.
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The Foundation - From Problem to Winnable Goal

- **Module 1: The Anatomy of a Campaign (Approx. 2 hours)**
    - Welcome, introductions, and a review of participant passions.
    - What is a campaign? (Hint: It's not just a protest or a hashtag). It has a start, a middle, and an end.
    - Case Study: Deconstructing a successful historical social change campaign.
- **Module 2: Defining the Problem (Approx. 2.5 hours)**
    - The "Problem Tree" Analysis: Differentiating between symptoms, the core problem, and the root causes.
    - Moving from a huge issue (e.g., "climate change") to a focused problem.
    - **Workshop:** Participants will create a Problem Tree for their chosen social issue.
- **Module 3: Setting Your Campaign Goal (Approx. 3 hours)**
    - The most important step: Defining a concrete, specific, and winnable campaign "ask."
    - The SMARTIE goals framework (Specific, Measurable, Achievable, Relevant, Time-bound, Inclusive, Equitable).
    - **Workshop:** Participants will draft a clear campaign goal based on their problem analysis.

Day 2: The Strategy - Understanding Power

- **Module 4: The Theory of Change (Approx. 2.5 hours)**
    - How do we believe change will happen on our issue?
    - Mapping the pathway from our actions to our ultimate goal.
    - **Workshop:** Create a simple "Theory of Change" canvas for your campaign.
- **Module 5: Power Mapping: The Heart of Strategy (Approx. 4.5 hours)**
    - A deep dive into power analysis. Who has the power to give you what you want?
    - Identifying your primary and secondary **targets**.
    - Mapping your **allies**, **opponents**, and the "persuadable" middle.
    - **Intensive Workshop:** Participants will create a detailed Power Map for their campaign, placing key individuals and institutions on the map.

Day 3: The Message - Winning Hearts and Minds

- **Module 6: Crafting Your Campaign Narrative (Approx. 3 hours)**
    - The power of story: The Story of Self, the Story of Us, the Story of Now.
    - Framing your issue: Values, Problem, Solution, Action.
    - **Workshop:** Participants will outline the core narrative of their campaign.
- **Module 7: Developing Core Messages (Approx. 4 hours)**
    - The "Messaging Triangle": Simple, memorable, and repeatable.
    - Tailoring your message to different audiences (e.g., the public, a politician, a potential funder).
    - The art of the soundbite.
    - **Messaging Lab:** Participants will develop and practice delivering a 30-second "elevator pitch" for their campaign.

Day 4: The Tactics - The Campaigner's Toolkit

- **Module 8: The Spectrum of Tactics (Approx. 3 hours)**
    - An overview of the wide range of tactics, from low-bar to high-bar:
        - **Digital:** Petitions, social media storms, email advocacy.
        - **Grassroots:** Community meetings, canvassing, letter-writing.
        - **Media:** Press releases, op-eds.
        - **Direct Action:** Protests, rallies, creative stunts.
- **Module 9: Designing Your Strategic Timeline (Approx. 4 hours)**
    - A campaign is a story with escalating action.
    - Mapping your tactics on a timeline, building momentum towards key decision points.
    - The concept of a "critical path."

ADEPT TRAINING CENTER

    - **Workshop:** Participants will create a phased tactical timeline for their campaign, linking their tactics to their power analysis.

Day 5: The Action - Making It Happen

- **Module 10: Introduction to Community Organizing (Approx. 2 hours)**
    - The difference between mobilizing (getting lots of people to do something easy) and organizing (building a base of leaders).
    - The one-on-one meeting as the core organizing skill.
- **Module 11: Advocacy & Lobbying Essentials (Approx. 2.5 hours)**
    - How to prepare for and conduct an effective meeting with a decision-maker.
    - The structure of a "lobby visit": The intro, the problem, the story, the ask, the follow-up.
    - **Role-Play Workshop:** Practice a lobby meeting with a "political aide."
- **Module 12: Capstone: The Campaign Plan Pitch (Approx. 3 hours)**
    - **Final Project:** In small groups, participants will present their complete campaign plan, which they have built throughout the week.
    - The 10-minute pitch must cover: The Goal, The Power Analysis, The Theory of Change, The Core Message, and the Tactical Timeline.
    - The presentation will be to a "Funder's Panel" (the instructor and peers) who will ask tough, strategic questions.
- **Course Wrap-up & The First Step (Approx. 0.5 hours)**
    - Final Q&A and participants commit to the single most important "first step" they will take to launch their campaign.

ADEPT TRAINING CENTER