

# BEFORE ADVOCACY

MAKE SURE THAT ADVOCACY IS  
THE RIGHT WAY TO GO



Mirror, mirror  
on the wall...  
...is advocacy  
my call?



ADVOCACY  
KIT

**BEFORE ADVOCACY: MAKE SURE THAT ADVOCACY IS THE RIGHT WAY TO GO**

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## **DECK OBJECTIVE:**

**THIS DECK WILL SUPPORT YOU IN IDENTIFYING AND UNDERSTANDING WHAT THE ISSUE IS, THE MOST PRESSING NEEDS, AND THE CHANGE YOU WANT TO SEE - IN RELATION TO YOUTH WORK IN YOUR CONTEXT. MOST IMPORTANTLY, THIS DECK IS HERE TO HELP YOU DETERMINE WHETHER ADVOCACY IS THE MOST SUITABLE APPROACH FOR ADDRESSING YOUR ISSUE OR IF ALTERNATIVE ACTIONS MIGHT BE MORE EFFECTIVE.**

# **CARD 1:**

## **IDENTIFYING THE ISSUE**

### **STEPS TO TAKE:**

- Ask yourself what the ideal situation would be for your youth work to be most effective.
- Map the differences with the current situation.
- List the challenges you are facing and/or observing in your youth work.
- Check with others what they find challenging in relation to their youth work.

### **TIPS FOR SUCCESS:**

Do joint imagination exercises and mapping to inspire collective thinking.

### **FOLLOW-UP:**

- Use your list to start planning your actions.
- Conduct a deeper needs assessment to check if advocacy is the way forward. **(Refer to Card 2)**

### **RESOURCES:**

Refer to the **publication “ON WHAT”** of this A-Kit.

## **CARD 2:**

# **CONDUCTING A NEEDS ASSESSMENT**

### **STEPS TO TAKE:**

- Review existing data, reports and policies on youth work, noting gaps in areas like funding, recognition or access to resources.
- Survey and/or interview youth workers, young people and community members to get their input on what's currently most needed.
- Based on the collected answers, prioritise one area that consistently comes up as high-need.

### **TIPS FOR SUCCESS:**

- Look for issues that are both widely recognised and feasible to address with advocacy.
- Take on an issue that you feel strongly about.

### **FOLLOW-UP:**

- Use these findings to communicate the importance of addressing these needs.
- Decide whether advocacy is the right way to address a chosen issue. **(Refer to Card 3)**

### **RESOURCES:**

Problem analysis tools: Use the “problem tree” method to break down the root causes and effects. (Find it in the **“Step by step”** template for advocacy plan)

## **CARD 3:**

# **DECIDING IF ADVOCACY IS THE RIGHT APPROACH**

### **STEPS TO TAKE:**

- Clearly define the issue you want to address.(Refer to Cards 1 and 2)
- Check if other methods (negotiation, education, projects) have failed.
- Determine if the issue involves decision makers who can be influenced through the advocacy process.
- Assess your capacity (e.g. time, allies, knowledge, funding) to run an advocacy process.
- Clarify the change you want and whether advocacy is the best path..

### **TIPS FOR SUCCESS:**

- If the issue doesn't require policy change or decision makers aren't open, consider different type of action and alternatives (meetings, awareness raising, education)
- Seek advice from those experienced in advocacy or similar campaigns.

### **FOLLOW-UP:**

- Based on your assessment, decide whether to proceed with advocacy or use another approach.
- Keep notes for future reference.
- If you decide to proceed, start mapping stakeholders and gathering resources.

### **RESOURCES:**

- To identify and prioritise key actors use a stakeholder mapping template (Find it in **"TO WHOM" publication**)
- Scan the *QR code card "Successful advocacy practices for youth work"* to review examples of successful advocacy processes to understand what works.

# WHY

IDENTIFYING THE  
PURPOSE OF ADVOCACY



ADVOCACY



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**WHY: IDENTIFYING THE PURPOSE OF ADVOCACY**

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**DECK OBJECTIVE:**

**TO IDENTIFY WHAT CHANGE YOU WANT TO SEE IN  
RELATION TO YOUTH WORK.**

For more details, read the publications **“WHY”** and **“ON WHAT”**.

# EXPLORING THE ROOT CAUSES

## STEPS TO TAKE:

- List challenges faced in youth work.
- For each challenge, ask “why” it exists and what factors contribute to it.
- Identify common root causes across these challenges.
- Identify policies that regulate those causes.

## TIPS FOR SUCCESS:

- Keep asking “why” until you reach the most basic cause; this is often where impactful advocacy can begin.

## FOLLOW-UP:

- Use your findings to inform future actions that address these root causes directly.

## RESOURCES:

- Check steps 1 and 2 on the “**Step by step**” template for advocacy plan.

# CREATING A VISION FOR CHANGE

## STEPS TO TAKE:

- Picture the ideal outcome of your advocacy efforts. Draw it and describe it to someone.
- Write down a vision statement that describes this outcome and why it's important.
- Think about what steps are needed to reach this vision.
- Learn how others achieved such outcomes.

## TIPS FOR SUCCESS:

- Use positive language to make your vision inspiring and aspirational.
- Aim high and still remember to be realistic.

## FOLLOW-UP:

- Revisit this vision to adjust as new goals and needs emerge.

## RESOURCES:

- Check step 3 on the **“Step by step”** template part of this A-Kit.
- Scan the **QR code card “Successful advocacy for youth work practices”** to explore real examples of advocacy practices.

# CLARIFYING YOUR ADVOCACY FOCUS

## STEPS TO TAKE:

- List different areas within youth work where you see a need for change.
- Reflect on which of these areas aligns most with your values, experiences, or the needs of your community.
- Select one or two areas to prioritize based on urgency, impact, and your ability to influence.

## TIPS FOR SUCCESS:

- Focus on areas where you feel passionate and well-informed, as this will help sustain your advocacy.

## FOLLOW-UP:

- Reassess your focus to adapt to new challenges or opportunities in youth work.

## RESOURCES:

- Check step 3 on the **“Step by step”** template part for advocacy plan.

# IDENTIFYING SHORT- AND LONG-TERM GOALS

## STEPS TO TAKE:

- Define short-term goals that are achievable within a few months (e.g. meeting with a local policymaker, or launching a social media campaign).
- Define long-term goals that align with your bigger vision for youth work (e.g. securing stable funding, influencing youth work policy).
- Write down why each goal matters to your cause.
- Make a timeline and try to put goals on it.

## TIPS FOR SUCCESS:

- Make sure short-term goals contribute to your long-term vision for sustained impact.

## FOLLOW-UP:

- Track progress on each goal and adjust as needed based on outcomes.

## RESOURCES:

- Check step 3 on the “**Step by step**” template for advocacy plan.

# WHY

AWARENESS OF YOUTH  
WORK'S IMPACT



ADVOCACY



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**WHY: AWARENESS OF YOUTH WORK'S IMPACT**

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**DECK OBJECTIVE:**

**TO EFFECTIVELY DEMONSTRATE THE POSITIVE IMPACT AND VALUE OF YOUTH WORK,  
COMMUNICATING ITS SIGNIFICANCE TO A WIDE RANGE OF AUDIENCES.**

For more details read the publication **"WHY?"** .

# DATA GATHERING

## STEPS TO TAKE:

- Interview youth workers, young people, and community members to hear their experiences.
- Document stories that highlight the impact of youth work and areas needing support.
- Reflect on common themes or needs that arise from these stories.
- Conduct surveys or interviews with youth work participants, families, and community members to gather qualitative and quantitative data.

## TIPS FOR SUCCESS:

- Focus on stories that clearly illustrate why youth work matters and what it achieves. Focus on specific impacts like employment skills, civic engagement, or mental well-being.

## FOLLOW-UP:

- Share these stories as part of your advocacy messaging to make your “why” relatable and compelling. Use the data to create impact reports or infographics for your advocacy materials. Identify what are the **key messages** and create strong advocacy statements!

## RESOURCES:

- Check step 6 on the **“Step by step”** template for advocacy plan for inspiration.
- Scan the **QR code card “Resources on youth work in Europe”** to find Data on Youth Work per country.
- Scan the **QR code card “Practical support materials”** to access evidence-based examples of **“Come-backs to usual misconceptions about youth work”**.

# HIGHLIGHT BENEFITS OF YOUTH WORK

## STEPS TO TAKE:

- Identify key benefits youth work provides to individuals and communities (e.g. improved civic engagement, supporting young people with fewer opportunities, skill development, and community building).
- Use these benefits as talking points in discussions with community leaders and other actors relevant to your advocacy.

## TIPS FOR SUCCESS:

- Focus on benefits that align with the interests of your audience for greater impact.

## FOLLOW-UP:

- Regularly update your points with new examples as community impacts grow.

## RESOURCES:

- Use your own resources/results of step 5 of the **“Step by Step”** template for advocacy plan.
- Scan the *QR code card “Resources on youth work in Europe”* to check fact sheets or recent studies showing youth work’s community impact.

# USE DATA TO SHOW IMPACT

## STEPS TO TAKE:

- Gather data and statistics that support the value of youth work relevant to your advocacy.
- Combine those data with personal stories to make an even stronger case.

## TIPS FOR SUCCESS:

- Use simple visuals or infographics to make data more accessible.

## FOLLOW-UP:

- Regularly refresh your data sources and add new evidence as available.

## RESOURCES:

- Scan the *QR code card "Resources on youth work in Europe"* to check fact sheets or recent studies showing youth work's impact.

# HOST A 'YOUTH WORK IMPACT DAY'

## STEPS TO TAKE:

- Organize an event showcasing youth work's benefits.
- Including testimonials, live activities and interactive discussions.
- Involve local stakeholders in your event.

## TIPS FOR SUCCESS:

- Invite young people and youth workers to share their own experiences to create a collaborative, community-focused event.
- Don't forget to take photos and videos, as appropriate.

## FOLLOW-UP:

- Document the event's highlights and share them on social media to extend its reach.
- Create a press release and disseminate it.

## RESOURCES:

- See more ideas in the **"HOW: Advocacy tactics and approaches"** deck of cards.

# CREATE A “YOUTH WORK BENEFITS” CHEAT SHEET OR AN INFOGRAPHIC

## STEPS TO TAKE:

- Develop a list of the main benefits of youth work, focusing on personal, social and community-level impacts.
- Use this as a quick reference in meetings or presentations.
- Use frequently ‘Key Messages’ that you created.
- Adapt your “Key Messages” for a different target audience

## TIPS FOR SUCCESS:

- Keep the language accessible.
- Focus on points that resonate with your audiences.

## FOLLOW-UP:

- Update the cheat sheet if needed to reflect new benefits or emerging priorities.

## RESOURCES:

- Use your “key messages” from step 6 of the “**Step by step**” template for advocacy plan.

# WHO

**COMPETENT ADVOCATE  
FOR YOUTH WORK**



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**WHO: COMPETENT ADVOCATE FOR YOUTH WORK**

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**DECK OBJECTIVE:**

**TO BUILD YOUR CAPACITY, CONFIDENCE AND RESILIENCE AS YOUTH WORK  
ADVOCATES, EQUIPPING YOU WITH THE SKILLS AND SUPPORT YOU NEED TO BE  
EFFECTIVE AND SUSTAINED IN YOUR ADVOCACY ROLES.**

For more details read the publication “**WHO**”.

# IDENTIFY PERSONAL ADVOCACY STRENGTHS

## STEPS TO TAKE:

- Reflect on areas where you excel – such as public speaking, networking, storytelling or research.
- Take note of where you feel most confident, and identify ways to leverage these strengths.
- Identify others who might provide the skills, knowledge or attitudes in areas where you feel less competent.

## TIPS FOR SUCCESS:

- Summarise your strengths into a short “advocacy profile” that highlights your skills and focus areas.
- Use your advocacy profile to guide your own personal development.
- Do the same with other members of your advocacy team!

## FOLLOW-UP:

Revisit profile(s) regularly to update growth.

## RESOURCES:

Check step 7 of the **“Step by step”** template for advocacy plan.

# BUILD YOUR KNOWLEDGE BASE

## STEPS TO TAKE:

- Dedicate time to learn more about youth work, current issues and best practices in advocacy.
- Build your knowledge on:
  - youth work and youth policies at all levels;
  - needs of the community;
  - structures and systems of youth work;
  - advocacy approaches and methods in youth work contexts.
- Attend webinars, read articles or join discussion forums.
- Read about youth work policy papers and legislation.
- Learn from others – check the **card “Engage in peer support”** to build knowledge on how others advocate for youth work development.

## TIPS FOR SUCCESS:

- Focus on areas that directly impact your advocacy goals to keep your learning relevant.
- Don't lose yourself in too many areas!

## FOLLOW-UP:

Share key takeaways with peers to reinforce your learning.

## RESOURCES:

- Scan the **QR code card “Successful advocacy practices for youth work”**, to check the successful advocacy practices that we gathered.
- Scan the **QR code card “Resources on youth work in Europe”** to find research and policy documents, other resources such as publications and massive online open courses (MOOC).

# DEVELOP AND IMPROVE YOUR COMPETENCES IN ADVOCACY

## STEPS TO TAKE:

- Explore the competence area in “Advocating and networking” in the ETS Competence Model for Youth Workers to Work Internationally.
- Look for training courses, seminars and workshops that focus on advocacy for youth work development or advocacy skills in general (e.g. training on negotiation, communication or policy analysis).
- Take notes and consider how each competence and new learning can best serve your advocacy.

## TIPS FOR SUCCESS:

Prioritise workshops relevant to your advocacy goals to build practical skills.

## FOLLOW-UP:

Reflect on new techniques learned and apply them in your work.

## RESOURCES:

- ETS Competence Model for Youth Workers to Work Internationally
- Youth Work Portfolio (Council of Europe)
- Scan the **QR code card “Resources on youth work in Europe”** to check resources such as publications and massive online open courses (MOOC).

# ENGAGE IN PEER SUPPORT

## STEPS TO TAKE:

- Partner with another colleague(s) to share feedback, ideas and support.
- Set regular check-in times to discuss challenges and celebrate successes.

## TIPS FOR SUCCESS:

- Be open to giving and receiving constructive feedback.
- Approach peer coaching with a growth mindset.

## FOLLOW-UP:

Evaluate your coaching partnership periodically to ensure mutual benefit.

## RESOURCES:

Explore the Youth Work Portfolio and its guidance on feedback and the youth work community.

# **BUILDING EFFECTIVE ADVOCACY BEHAVIOURS**

## **STEPS TO TAKE:**

- In every interaction, focus on understanding others' perspectives fully before sharing your views. This will help build trust and show respect for diverse voices.
- Regularly read up on new developments in youth work, both locally and internationally. Being well informed helps you advocate with confidence and credibility.
- Take a proactive role in working on the political dimension of youth work.
- Learn to adapt to new information and changing conditions.
- Recognise the power of working with others – sharing knowledge and building networks enhances collective impact.

## **TIPS FOR SUCCESS:**

- Keep a diary/journal/notes of interactions, reflecting on each encounter and noting where active listening, consistency or adaptability helped you connect more effectively.
- Recognising your growth helps reinforce positive behaviours and identifies your weak and strong behaviours.
- Keep in mind – advocacy is a dynamic process! View unexpected challenges as opportunities to grow.

## **FOLLOW-UP:**

- Review your progress.
- Reflect on which behaviours have helped you the most and where you could improve.
- Consider connecting with a mentor or your peers for feedback, especially for behaviours that need improvement

# PRACTISE SELF-REFLECTION AND RESILIENCE

## STEPS TO TAKE:


- Set aside regular time for self-reflection.
- Assess what works in your advocacy, what's challenging, and how you can adapt to stay motivated.

## TIPS FOR SUCCESS:

Create a personal mantra or reminder of why you advocate. This can provide grounding in difficult times.

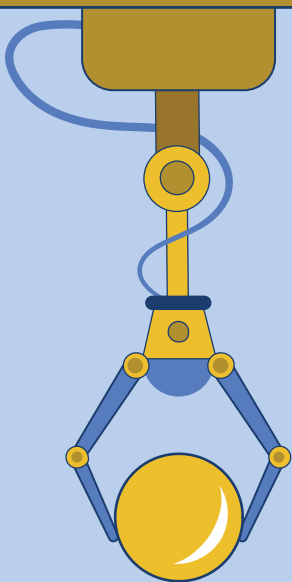
## FOLLOW-UP:

Regularly revisit your reasons for advocacy to stay connected to your purpose.



# ON WHAT

ADVOCACY FOCUS AREAS



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## **ON WHAT: ADVOCACY FOCUS AREAS**

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### **DECK OBJECTIVE:**

**TO HELP YOU IDENTIFY SPECIFIC FOCUS AREAS IN YOUTH WORK ADVOCACY.  
TO DEFINE THE KEY ISSUES OR TOPICS YOU WANT TO ADDRESS, ALIGNING YOUR  
EFFORTS WITH BROADER YOUTH WORK DEVELOPMENT AND RECOGNITION GOALS.**

For more details read the publication “ON WHAT”.

# IDENTIFY CORE ADVOCACY THEMES

## STEPS TO TAKE:

- Revisit the actions taken within the ***"WHY" deck of action cards "Identify the purpose of advocacy"***.
- Reflect now on the main issues within youth work that affect youth work (e.g. quality, access to different young people, responsiveness to young people's current needs).

## TIPS FOR SUCCESS:

- As a starting point, focus on themes that are meaningful to you.
- Finally, select the themes that are also relevant to your audience (find more about audience identification in the ***"TO WHOM" deck of action cards "Target audiences"***).

## FOLLOW-UP:

Review your core themes periodically to stay aligned with emerging issues or organisational priorities.

## RESOURCES:

- Check out the **identifier tool in this A-Kit**.
- Explore in resources the ***QR code card "Resources on youth work in Europe"*** for inspiration about policy-related themes that may be relevant in your context.

# DEFINE SPECIFIC YOUTH WORK ISSUES FOR CHANGE

## STEPS TO TAKE:

- Pinpoint one or two key issues within your selected advocacy theme that require immediate change.
- If you haven't gone through the **"Step by step"** template for advocacy plan, then we invite you to take steps 0 and 1.
- Reflect on the main issues from steps 0 and 1 from the **"Step by step"** template for advocacy plan.

## TIPS FOR SUCCESS:

Start small by choosing achievable goals, and then build towards more complex issues as your advocacy gains momentum.

## FOLLOW-UP:

Keep track of progress and revisit this issue as needed to adapt to any changes.

## RESOURCES:

- Explore the **"Step by step"** template for advocacy plan – select the advocacy theme, check again and reflect on steps 0 and 1, and for identifying your goals, check step 3.

# ALIGN WITH BROADER YOUTH WORK GOALS

## STEPS TO TAKE:

- Review national, regional or European youth work goals and policies.
- Identify any existing initiatives that align with your focus areas and look for synergies to strengthen your advocacy efforts.

## TIPS FOR SUCCESS:

Emphasise points that resonate with broader agendas, making it easier for others to support your cause.

## FOLLOW-UP:

Maintain a record of related initiatives to create opportunities for partnership and collaboration.

## RESOURCES:

- Scan the ***QR code card “Key policy documents and legislation”*** to check the relevant youth work policy documents and strategic plans for context.
- Scan the ***QR code card and explore in “Resources on youth work in Europe”*** to find the YouthWiki link on relevant topics related to your broad advocacy theme.

# ADDRESS EMERGING ISSUES IN YOUTH WORK

## STEPS TO TAKE:

- Stay informed on trends and emerging issues within youth work.
- Consider how these topics impact your advocacy focus.

## TIPS FOR SUCCESS:

- Think broadly about emerging issues affecting young people and your context, and their effect on youth work.
- Select a few emerging issues that align with your focus areas, and be prepared to adapt your messaging as these issues evolve.

## FOLLOW-UP:

Regularly update your focus areas based on the new developments and insights.

## RESOURCES:

- Scan the **QR code card “Resources on youth work in Europe”** to check relevant youth work research publications and newsletters and keep up to date.
- Check step 5 of the **“Step by step”** template for advocacy plan.

## IDENTIFY ALLIES IN ADVOCACY AREAS

### STEPS TO TAKE:

Map out potential allies who are already active in your focus areas. These could include organisations, government agencies or influential individuals within the youth work ecosystem.

### TIPS FOR SUCCESS:

Collaborating with established allies can strengthen your case, lending credibility and reach to your advocacy.

### FOLLOW-UP:

Nurture these relationships through regular check-ins and collaborative projects when possible.

### RESOURCES:

Check step 4 of the **“Step by step”** template for advocacy plan.

# TO WHOM

**TARGET AUDIENCES OF ADVOCACY  
FOR YOUTH WORK**



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**TO WHOM: TARGET AUDIENCES OF ADVOCACY FOR YOUTH WORK**

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**DECK OBJECTIVE:**

**TO HELP YOU IDENTIFY AND UNDERSTAND THE AUDIENCES YOU AIM TO REACH,  
TAILOR YOUR MESSAGES EFFECTIVELY, AND BUILD MEANINGFUL CONNECTIONS THAT  
SUPPORT YOUR YOUTH WORK ADVOCACY GOALS.**

For more details read the publication **“TO WHOM”**.

# IDENTIFY KEY AUDIENCE GROUPS

## STEPS TO TAKE:

- Make a list of all potential audiences for your advocacy work.
- Decide on two or three priority groups to start with.

## TIPS FOR SUCCESS:

- Think widely about potential audiences.
- Select those that are both influential and likely to support youth work's goals.
- Focus on building connections with these groups first.

## FOLLOW-UP:

Regularly review your audience groups and expand as your advocacy progresses.

## RESOURCES:

Check step 4 of the **"Step by step"** template for advocacy plan.

# MAPPING STAKEHOLDERS' NEEDS AND INTERESTS

## STEPS TO TAKE:

- List key stakeholders who have a stake in your advocacy theme – they might be directly affecting or are affected by youth work.
- For each, note what they value most in youth work or what needs they have.
- Map these stakeholders, to visualise interconnections.
- Look for intersections between these needs and your advocacy goals.

## TIPS FOR SUCCESS:

Seek to understand stakeholders' perspectives and align your message to resonate with them.

## FOLLOW-UP:

Tailor advocacy messaging that highlights mutual benefits with stakeholders.

## RESOURCES:

Scan the **QR card "Practical support materials"** to check **"Advocacy target personas: Illustrative examples"** to gain inspiration.

# BUILDING AN AUDIENCE PERSONA

## STEPS TO TAKE:

- Choose one target audience group as you mapped them in the *card "Identify key audience groups"* (e.g. local youth work officers) and answer questions about them:
  - What do they value?
  - What challenges do they face in relation to youth work?
  - What inspires them to take action?
- Use this information to create a "persona" with a name, background and key characteristics.
- Refer to this persona whenever planning messaging or engagement strategies.

## TIPS FOR SUCCESS:

Involve actual members of the target group in creating personas for more realistic insights.

## FOLLOW-UP:

Update personas as you gain more insight or as audience interests shift.

## RESOURCES:

Scan the *QR card "Practical support materials"* to check **"Advocacy target personas: Illustrative examples"** to gain inspiration.

# TAILOR MESSAGES FOR DIFFERENT AUDIENCES

## STEPS TO TAKE:

- For each audience group, develop a message that resonates with their interests and values.
- Keep the focus on what you know about their interests in relation to youth work.

## TIPS FOR SUCCESS:

- Create a message only when you have a clear persona to communicate it to. (Check card ***"Building an audience persona"***)
- Use simple, relatable language and examples that speak directly to the audience's priorities.

## FOLLOW-UP:

- Adjust your messages over time to keep them relevant and engaging.
- If the targeted audience doesn't respond, revise and readjust, but keep on trying!

## RESOURCES:

Check step 6 of the **"Step by step"** template for advocacy plan.

# CONNECT WITH YOUTH AS THE CORE AUDIENCE

## STEPS TO TAKE:

- Create opportunities to engage young people directly in your advocacy – through youth-led events, social media, workshops, etc.
- Encourage them to voice their perspectives and involve them in decision making.

## TIPS FOR SUCCESS:

- Keep interactions youth-centred and interactive.
- Empower them to take an active role.

## FOLLOW-UP:

Collect feedback from youth participants to improve future outreach efforts.

## RESOURCES:

Scan the **QR code card “Resources on youth work in Europe”** and explore *“T-Kit 15: participatory youth policy”* for inspiration on educational approaches to engaging young people in policy making.

# ENGAGE STAKEHOLDERS

## STEPS TO TAKE:

- Reach out to identified stakeholders as you mapped them in the card “Identify key audience groups” (e.g. community leaders) to share the impact of youth work on their topic of interest (e.g. community well-being).
- Offer data or stories that demonstrate youth work’s positive effects.

## TIPS FOR SUCCESS:

Present concrete examples and, if possible, invite those stakeholders to youth work events for first-hand experience.

## FOLLOW-UP:

Maintain relationships through regular updates and invitations to upcoming events.

## RESOURCES:

Scan the ***QR code card “Resources on youth work in Europe”*** to check relevant youth work publications to learn about stakeholder engagement ideas.

# **BUILD NETWORKS AND ALLIANCES OF SIMILAR ADVOCATES!**

## **STEPS TO TAKE:**

- Identify and reach out to other organisations that:
  - share similar goals as your youth work;
  - understand the importance of resolving issues affecting youth work;
  - have experience in advocating on similar themes.
- Propose joint initiatives or events to raise awareness and strengthen advocacy efforts.

## **TIPS FOR SUCCESS:**

Choose to partner with organisations with complementary missions for effective, mutually beneficial partnerships.

## **FOLLOW-UP:**

Foster ongoing communication to explore new collaboration opportunities.

## **RESOURCES:**

See different networks and alliances on youth work at the European and national levels. Scan the **QR code card “Resources on youth work in Europe”** and find the MOOC “Connect and Rise” for forming national youth workers associations.

# HOW

## ADVOCACY TACTICS AND APPROACHES



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## HOW: ADVOCACY TACTICS AND APPROACHES

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### DECK OBJECTIVE:

# TO EQUIP YOU WITH PRACTICAL METHODS AND STRATEGIES FOR IMPLEMENTING ADVOCACY INITIATIVES.

If you want a clearer vision on advocacy for youth work development, we recommend that you read all the publications on “**Advocacy for youth work development and recognition**” in this kit.

# DEVELOP A CLEAR ACTION PLAN

## STEPS TO TAKE:

- Outline your advocacy goals, target audiences, key messages and desired outcomes (what you have set out in the ***"WHY" deck of action cards "Identifying the purpose of advocacy"***).
- Break down each goal into actionable steps with timelines.
- Set short- and long-term milestones.

## TIPS FOR SUCCESS:

- Keep the plan simple and achievable, focusing on a few core objectives to maintain momentum.
- Start with one or two small, achievable goals.
- Success in early efforts can fuel motivation for more ambitious goals.
- Make sure to divide tasks within the team – who is doing what?

## FOLLOW-UP:

Review your progress and adjust as needed.

## RESOURCES:

Check step 8 of the ***"Step by step"*** template for advocacy plan.

# CREATE ENGAGING CONTENT FOR SOCIAL MEDIA

## STEPS TO TAKE:

- Use relevant social media platforms to reach your intended audiences and the wider public with stories, data and insights that highlight the value of youth work.
- Include visuals and hashtags to increase reach.

## TIPS FOR SUCCESS:

- Make content relatable:
  - use short captions;
  - use visuals that appeal to a wider audience.

## FOLLOW-UP:

- Track engagement.
- Adapt content based on what resonates with your audience.

## RESOURCES:

Scan the **QR code card “Successful advocacy practices for youth work”** to check examples of advocacy practices.

# ORGANISE ADVOCACY EVENTS AND CAMPAIGNS

## STEPS TO TAKE:

- Plan events like community workshops, public awareness campaigns or informational webinars.
- Invite speakers, youth workers, young people, parents, community members and others to share their experiences and advocate together.

## TIPS FOR SUCCESS:

Promote your events widely, using flyers, social media and community networks to reach more people.

## FOLLOW-UP:

Collect feedback from attendees to improve future events and identify new advocacy needs.

## RESOURCES:

Scan the **QR code card “Successful advocacy practices for youth work”** to check examples of advocacy practices.

# LAUNCH AN ONLINE “WHY YOUTH WORK MATTERS” CAMPAIGN

## STEPS TO TAKE:

- Start a campaign on social media.
- Share impactful quotes, stories and data that demonstrate why youth work is essential.
- Encourage others to share their own experiences to amplify the message.

## TIPS FOR SUCCESS:

- Use a memorable hashtag.
- Invite partner organisations to help spread the word.
- Use social media management tools for scheduling posts and tracking engagement.

## FOLLOW-UP:

- Evaluate campaign engagement and adjust it based on what resonates most with audiences.
- Check step 9 of the **“Step by step”** template for advocacy plan.

## RESOURCES:

Scan the *QR code card “Successful advocacy practices for youth work”* to check examples of advocacy practices.

# WRITE POLICY BRIEFS AND POSITION PAPERS

## STEPS TO TAKE:

- Develop concise documents that outline key issues, provide relevant data and offer actionable recommendations.
- Distribute these to policy makers and influential stakeholders.

## TIPS FOR SUCCESS:

Keep documents focused, using clear language and compelling evidence to make your case.

## FOLLOW-UP:

Track any responses or follow-up actions from recipients to gauge impact.

## RESOURCES:

Scan the *QR code card “Key policy documents and legislation”* to check relevant European policies that can be used to build policy briefs.

# HOSTING POLICY ROUND-TABLES

## STEPS TO TAKE:

- Create a collaborative space where policy makers and youth work advocates can discuss youth work needs and development.
- Organise a small, invitation-only round-table with local or national policy makers, youth workers and young people.
- Prepare an agenda with key topics and ensure all participants have a chance to speak.

## TIPS FOR SUCCESS:

Keep the conversation solutions-focused, highlighting the value of youth work and shared goals.

## FOLLOW-UP:

Send a summary of the discussion to all participants and set up a timeline for implementing suggestions.

# **COLLABORATE WITH KEY STAKEHOLDERS**

## **STEPS TO TAKE:**

- Work closely with key identified stakeholders (e.g. organisations, youth councils, government bodies) to build strong advocacy networks.
- Jointly organise events, develop resources and advocate for policy changes.

## **TIPS FOR SUCCESS:**

Create clear collaboration goals and communicate openly to ensure alignment.

## **FOLLOW-UP:**

Schedule regular check-ins with partners to keep efforts co-ordinated and maintain momentum.

# RESOURCES



## RESOURCE CARD: KEY POLICY DOCUMENTS AND LEGISLATION



This card is designed to connect you as a youth work advocate with essential policy resources.

The resources provide the **knowledge** needed to navigate and influence policies at the European level, as well as to utilise them for advocacy for youth work in your context.

By going through these documents, you can seek to strengthen your arguments and advocacy by referencing European policies and examples from other contexts.

### TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the key policies relevant to your advocacy goals.
- Use the summaries to identify which documents are most pertinent to your work.
- Share these resources with colleagues and other advocates to enhance collective knowledge.

### FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to discuss how the documents can inform advocacy efforts in your context.
- Create a brief report or presentation summarising the key insights from the documents for your organisation and/or advocacy group.

## RESOURCE CARD: RESOURCES ON YOUTH WORK IN EUROPE



This card highlights a selection of key resources that provide valuable insights, guidelines, and frameworks for youth work across Europe, with particular references to national or local resources where available.

The resources provide access to **practical tools** to deepen understanding of diverse practices across Europe.

By exploring these materials, you can seek to align your initiatives with recognised standards thereby strengthening key advocacy goals.

### TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the key resources relevant to your advocacy goals.
- Use the summaries to identify which documents are most pertinent to your work.
- Share the ideas from these resources with colleagues and other advocates to enhance collective knowledge.

### FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to assess how these practices and/or standards can be useful for your advocacy efforts.
- Create a brief report or presentation summarising the key insights from these resources for your organisation and/or advocacy group.

# RESOURCE CARD: SUCCESSFUL ADVOCACY PRACTICES FOR YOUTH WORK



This card showcases examples of effective youth work advocacy and programme strategies from Europe, offering real-life models for inspiration.

The examples of **advocacy practices** offer insight into different applied approaches and their effectiveness in specific contexts.

By reviewing these practices, you can gather new ideas and adapt successful methods to fit your unique contexts, enhancing the impact and professionalism of your advocacy efforts.

## TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the practices most relevant to your advocacy goals.
- Share the ideas from advocacy approaches and applied strategies with colleagues and other advocates to enhance collective knowledge.

## FOLLOW-UP ACTIONS / SUGGESTIONS:

- Schedule a meeting or workshop to assess how these advocacy practices can be adapted to your advocacy efforts.
- Create a brief report or presentation summarising the key insights from these practices for your organisation and/or advocacy group.

# RESOURCE CARD: PRACTICAL SUPPORT MATERIALS

## COME-BACKS TO USUAL MISCONCEPTIONS ABOUT YOUTH WORK



This card showcases the ways to counter the usual misconceptions about youth work and youth workers.

The **come-backs** have been devised and are used by different professionals often faced with the misconceptions themselves.

By reviewing these come-backs, you can prepare yourself better for communicating and engaging with different actors as part of your advocacy efforts.

### TIPS FOR USING THESE RESOURCES:

- Familiarise yourself with the common misconceptions that might be shared by those you are about to engage with.
- Use the come-backs as inspiration only and adapt them to your context and your specific target audience.

### FOLLOW-UP ACTIONS / SUGGESTIONS:

- Make a list of misconceptions you have faced and the ways you've addressed them.
- Share your successful "come-back to misconception" experiences with your youth work community and particularly within your organisation and/or advocacy group, to unify arguments and responses.

# RESOURCE CARD: PRACTICAL SUPPORT MATERIALS

## ADVOCACY TARGET PERSONAS: ILLUSTRATIVE EXAMPLES



This card provides a set of detailed examples of illustrative personas that are the target of your advocacy.

The **personas** can help you to better understand their goals, motivations and challenges, allowing you to tailor your communication and engagement strategies more effectively.

By reviewing them, you can refine your approach when engaging with different audiences and build stronger connections in your youth work advocacy efforts.

### TIPS FOR USING THESE RESOURCES:

- Explore the different personas and identify which ones align with your target audience. Use the personas as a starting point and adapt your approach based on the real individuals you engage with.
- Think critically about how the challenges and motivations of each persona relate to your advocacy goals.

### FOLLOW-UP ACTIONS / SUGGESTIONS:

- Create your own persona profiles based on your experiences with the key actors you are targeting with advocacy.
- Share and discuss these personas with your youth work community to refine advocacy messages and engagement strategies.
- Update and adapt personas over time as you gather more insights from real interactions.