

HOW

ADVOCACY TACTICS AND APPROACHES



ADVOCACY
KIT

HOW: ADVOCACY TACTICS AND APPROACHES

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.