

Advocacy Workshop

LXXVIII Online International Council Meeting
9th of November 2020

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- 2020/2021 - Director for Knowledge Management for ELSA UK
- 2019/2020 - Director for Socials for ELSA Birmingham
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Agenda

1. Definition of advocacy
2. Myths & misconceptions
3. How to create an advocacy campaign
4. Question period



What is advocacy?

- Advocacy comes from latin word “*advocare*”
- “The act or process of supporting a cause or proposal: the act or process of advocating something” – Merriam-Webster



What does advocacy mean to
you?

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Myths & Misconceptions

- Advocacy is only for professional lobbyists
- Advocacy is walking down the street with a bull horn or rioting in a demonstration/protest rally
- Advocacy is the same as fundraising or donating to charity
- Advocacy consumes a lot of time, I am too busy to get involved in advocacy
- Advocacy is all about “politics” (negative connotation)



What are some myths and misconceptions you have had or have heard about advocacy?

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How to Start

- The first step to designing an advocacy campaign is to identify the core issues and analyze its root causes
- “Root causes” – basic reasons behind the problem or issue
- Ask “but why”



As a group, let's think of a problem and keep asking "but why" until we get to the cause. We will start off with a problem and each of us will take turns answering "but why" until we're satisfied we are at the root of the problem.

The logo for the European Law Students' Association (elsa) features the word "elsa" in a white, lowercase, serif font. The letters are bold and closely spaced, with a classic, slightly ornate style.

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- Once root causes have been established, we then need to develop a vision and select path for its solution
- We want to ask ourselves important questions like:
 - What do we want our society/country to be like?
 - What specific features would act as indicators for our ideal society?
 - What needs to be changed for this to be achieved?
 - What are the obstacles that stop this from happening?
- Please use as a starting point but don't limit yourself to these questions



Are there any other questions you think are important to ask?

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- Next, we should examine external forces that influence the issue you are focusing on
- When thinking of external forces don't just consider how they impact you and the organization, but other parties

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What are some external forces you think we should also consider when we're creating our advocacy campaigns?

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Stakeholders

1. Targets

2. Constituents

3. Allies

4. Opponents

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Stricter advertising restrictions on social media



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Tools

- It's important to think about which tools you will be using to achieve your advocacy goals
- Advocacy program at International Board has 4 tiers – education, policy making, mentorship and systems of training for the Network
- It is important to gain support

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Evaluation

- Evaluating your campaign allows you to reflect on your campaign
- Reiterate that small steps can accumulate to big effects
- Some factors to consider:
 - Policy gains
 - Implementation gains
 - Partnership gains
 - Organizational gains



What are some other factors to consider when evaluating your advocacy campaign?

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Questions



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