

# *Common Weaknesses in Advocacy and Campaigning*



## **Unclear aims and objectives**

“If you don’t know where you are going, any road will take you there”



## **Activity planning happening before (or without) developing an influencing strategy**

Leading to untargeted actions, wasted effort and ultimately reduced impact



## **Action plans that run to an internal timetable**

Rather than being determined by external events and opportunities



## **Lack of innovation**

In developing strategies and actions, relying on whatever was done last time



## **Messages that don’t get noticed and move people**

Because they are vague, unfocussed, bland, technical or untargeted



## **Poor monitoring & evaluation**

Leading to lack of flexibility, no real accountability and limited learning



## **Failing to focus**

Trying to tackle more issues, adopt more objectives or target more audiences than resources allow