

## Defining Advocacy & Campaigning Terms

<b>A</b> Activism	<b>E</b> Lobbying
<b>B</b> Alliance Building	<b>F</b> Policy Work
<b>C</b> Awareness Raising	<b>G</b> Public Campaigning
<b>D</b> Campaign ( <i>noun</i> )	<b>H</b> Public Education

Please match the above terms against the definitions given below.

<b>1</b>	Investigating issues and problems, gathering evidence and identifying recommended solutions or courses of action	
<b>2</b>	Direct approaches, usually through face to face meetings, to decision makers or individuals with high influence in order to persuade them to take a particular course of action	
<b>3</b>	A project or organised course of action designed to achieve a specific response from a particular audience	
<b>4</b>	Increasing the knowledge of the public (or sections of the public) concerning the existence of a particular problem or issue	
<b>5</b>	Increasing the understanding of the public (or sections of the public) concerning the nature and/or causes of a particular problem or issue	
<b>6</b>	Generating and mobilising support from the public (or segments of the public) for a particular solution to a problem or issue	
<b>7</b>	Generating, mobilising and coordinating support from other groups and organisations for a particular solution to a problem or issue	
<b>8</b>	Mobilising activity of supporters and/or beneficiaries in order to generate publicity and/or lobby and pressurise decision makers	