Advocacy and Policy Change Logic Model Definitions

Inputs	
Fund Raising	Generating the public or private dollars needed to carry out an advocacy strategy.
Staffing and Leadership Development	Hiring or developing the people to implement an advocacy strategy and establishing a clear understanding of who is doing what.
Skills Development	Getting the up-to-date knowledge and abilities needed to implement an advocacy strategy.
Infrastructure Development	Setting up the equipment, systems, and other nuts-and-bolts supports needed to advocate.
Data Collection	Gathering data needed upfront to plan, implement, or evaluate an advocacy strategy.
Problem Assessment	Understanding the nature and extent of the problem being addressed and how best to address it.
Policy Assessment	Assessing what about an issue or policy needs to change and where the issue is on the policy agenda or in the policy process.
Landscape Mapping	Reviewing the policy and political environment that surrounds and will affect an advocacy strategy.
Goal Setting	Developing a clear understanding of what success will be and what it will look like.
Strategy Development	Planning systematically for how to position and deciding what tactics to use to reach the goal.
Partner Development	Building formal or informal relationships with advocacy strategy collaborators and contributors.
Message Development	Determining what to say, who to say it to, how to say it, and who to deliver it.
Materials Development	Creating publications, brochures, websites, or other "communications collateral" to deliver advocacy messages.
Advocacy Activities/Tactics	
Issue/Policy Analysis and Research	Systematically investigating an issue or problem to better define it or identify possible solutions.
Policymaker and Candidate Education	Telling policymakers and candidates about an issue or position, and about its broad or impassioned support.
Relationship Building with Decision Makers	Interacting with the policymakers or others who have the authority to act on the issue and put change in motion.
Policy Proposal Development	Developing a specific policy solution for the issue or problem being addressed.
Litigation or Legal Advocacy	Using the judicial system to move policy by filing lawsuits, civil actions and other advocacy tactics.
Lobbying	Attempting to influence legislation by communicating with a member or employee of a legislative body or with a government official or employee who may participate in forming legislation.
Polling	Surveying the public via phone or online to collect data for use in advocacy messages.
Electronic Outreach	Using technologies such as email, websites, blogs, podcasts, and cell phones to reach a large audience and enable fast communications.
Earned Media	Pitching the print, broadcast, or electronic media to get visibility for an issue with specific audiences.
Paid Media	Paying for media coverage through, for example, advertisements and "open letters."
Public Service Announcements	Placing a non-commercial advertisement to promote social causes.

Media Partnerships	Getting a media company to agree to promote a cause through its communications channels and programming.
Voter Education	Conveying an issue or position to specific groups of voters in advance of an election.
Coalition and Network Building	Unifying advocacy voices by bringing together individuals, groups, or organizations who agree on a particular issue or goal.
Grassroots Organizing and Mobilization	Creating or building on a community-based groundswell of support for an issue or position, often by helping people affected by policies to advocate on their own behalf.
Rallies and Marches	Gathering a large group of people for symbolic events that arouse enthusiasm and generate visibility (particularly in the media).
Briefings/Presentations	Making an advocacy case in person through one-on-one or group meetings.
Demonstration Projects or Pilots	Implementing a policy proposal on a small scale in one or several sites to show how it can work.
Interim Outcomes	
Organizational Capacity	The ability of an organization or coalition to lead, adapt, manage, and technically implement an advocacy strategy.
Partnerships or Alliances	Mutually-beneficial relationships with other organizations or individuals who support or participate in an advocacy strategy.
Collaboration and Alignment (including messaging)	Individuals or groups coordinating their work and acting together.
New Advocates (including unlikely or nontraditional)	Previously unengaged individuals who take action in support of an issue or position.
New Champions (including policymakers)	High-profile individuals who adopt an issue and publicly advocate for it.
New Donors	New public or private funders or individuals who contribute funds or other resources for a cause.
More or Diversified Funding	The amount of dollars raised and variety of funding sources generated.
Organizational Visibility or Recognition	Identification of an organization or campaign as a credible source on an issue.
Media Coverage	Quantity and/or quality of coverage generated in print, broadcast, or electronic media.
Issue Reframing	Changes in how an issue is presented, discussed, or perceived.
Awareness	Audience recognition that a problem exists or familiarity with a policy proposal.
Salience	The importance a target audience assigns an issue or policy proposal.
Attitudes or Beliefs	Target audiences' feelings or affect about an issue or policy proposal.
Public Will	Willingness of a target audience (non-policymakers) to act in support of an issue or policy proposal.
Political Will	Willingness of policymakers to act in support of an issue or policy proposal.
Constituency or Support Base Growth	Increase in the number of individuals who can be counted on for sustained advocacy or action on an issue.
Policy Goals	
Policy Development	Creating a new policy proposal or policy guidelines.
Placement on the Policy Agenda	The appearance of an issue or policy proposal on the list of issues that policymakers give serious attention.

Policy Adoption	Successful passing of a policy proposal through an ordinance, ballot measure, legislation, or legal agreement.
Policy Implementation	Proper implementation of a policy, along with the funding, resources, or quality assurance to ensure it.
Policy Monitoring and Evaluation	Tracking a policy to ensure it is implemented properly and achieves its intended impacts.
Policy Maintenance	Preventing cuts or other negative changes to a policy.
Policy Blocking	Successful opposition to a policy proposal.
Impacts	
Improved Services and Systems	Programs and services that are higher-quality and more accessible, affordable, comprehensive, or coordinated.
Positive Social and Physical Conditions	Better circumstances and surroundings for people, communities, and the larger web of life of which we are a part.
Contextual Factors	
Political Climate	Factors about the policy process and current policy and political environment that can affect a policy proposal's success.
Economic Climate	Factors about the current or future economic environment or about the budget process that might affect the availability of funds to support a policy proposal.
Social Climate	Current events, crises, tensions, or social movements that might positively or negatively affect a policy proposal's success.
Prior Experience	An organization's previous experience with advocacy generally or with advocacy on this particular issue.
Issue Competition	Other issues that are competing for positioning on the policy agenda.
Potential Partners/ Competitors/Opponents	Non-partner organizations or individuals who also are advocating on an issue, either for or against a given position.
Audiences	
Elected Officials	Individuals elected to public office.
Candidates	Individuals running for public office.
Public Administrators	Individuals in government agencies who administer, oversee, and manage public programs or funds.
Voters	Individuals who are registered to vote, or more specifically individuals with an established voting record.
Political Donors	Individuals and groups that donate to candidates, campaigns, and PACs.
Specific Constituencies	Groups of people with shared interests, characteristics, or qualities, often because of where they live or what they do.
Media	Individuals who generate news coverage for newspapers, radio, television, or websites and are in a position to include an issue in their coverage.
Popular Culture Artists and Gatekeepers	Individuals who contribute to popular culture (e.g., writers (song, screenplay, television), producers, directors, agents, and performers).
Business	Private-sector organizations or enterprises.
Community Leaders	Individuals who are influential in their communities, such as mayors, school board members, clergy, police chiefs, etc.
Courts	The local, state, or federal forums where legal disputes are adjudicated.