

The advocacy canvas

Fill it in on screen or print it. The numbers show which bootcamp prompts help.

Campaign

Team

Date

Why we exist

PROMPTS 3 TO 3.2

- The spark: what made this organisation necessary?
- The people: who came together, and what do they believe?
- The fight: what's at stake, and what happens if we win?
- The invitation: what do we ask people to do?

Who we're reaching

PROMPTS 4 TO 4.2

- Which stakeholders hold power or influence?
- Rank them by influence, likely support and alignment.
- Who are the people we want to reach?
- Who did we leave out?

What we want to say

PROMPT 5

- Our slogan, in under ten words
- The core message for social, poster and email
- Would it make sense to someone new to us?

How, when and where

PROMPTS 6 TO 10

- Visuals and video that carry the message
- A seven-day rollout, channel by channel
- What we'll measure, and what we do if it's low
- Which languages, reviewed by fluent speakers

Know your base

PROMPTS 1.1, 1.2 AND 2

Everything above rests on this research.

Our organisation

Who we are, mission and values, recent activity (1.1)

Our assistant's brief

Custom instructions saved in our AI tool (1.2)

The issue

Research, perspectives, statistics, what's missing (2)

Before you launch

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Facts checked against the source

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Stakeholders and links verified

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Messages tested on a newcomer

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We asked who we left out