



PB INSTITUTE OF RESEARCH AND TECHNOLOGY

P.O Box 21457-00100

Nairobi - Kenya

Mobile: +254 721 214 795

Email: info@pebblesinstitute.org

Communicating For Advocacy Seminar training course

Duration: 5 days

On-Site

01 Who Should Attend

- This course is ideal for:
- Advocacy and Policy Professionals in non-profits, NGOs, and think tanks.
- Government Relations and Public Affairs Specialists.
- Community Organizers and Activists seeking to influence policy and public opinion.
- Communication Professionals focused on social change or public policy issues.
- Leaders and Managers who need to gain support and secure resources for their mission.

02 About the Course

This intensive seminar is designed to equip participants with the strategic communication skills necessary to effectively advance an advocacy agenda, influence policy debates, and mobilize public support for social or political change. It focuses on developing a powerful Theory of Change and translating complex issues into simple, compelling narratives that resonate with key decision-makers and the general public. Participants will learn how to map stakeholders, build coalitions, frame arguments effectively, utilize earned media, and leverage digital platforms to execute targeted campaigns that achieve measurable policy and behavioral outcomes.



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03 Workshop Objectives

- To build a broader understanding of the concept of advocacy and the contribution it can make to an organization
- Recognize the elements and importance of planning for advocacy and communication work
- To enhance the participants' capacity to effectively identify advocacy issues, document them and engage the suitable audience in their work
- Explore the diversity of participatory activities, methodologies and approaches that combine in effective advocacy and communications efforts
- Develop communication skills (in order to advocate) and understand the use and role of media and lobbying

04 Module Topics

Module 1: Foundations of Advocacy Communication

- Defining Advocacy and Policy Change: Understanding the difference between public relations, marketing, and communication specifically aimed at systemic policy or behavioral change.
- Theory of Change (ToC): Developing a clear ToC to link communication activities directly to desired political or social outcomes.
- Ethical Advocacy: Principles for transparent, factual, and responsible communication that maintains credibility.

Module 2: Audience and Message Strategy

- Stakeholder Mapping and Power Analysis: Identifying key decision-makers, allies, opponents, and influencers, and assessing their levels of influence.
- Message Framing: Techniques for framing complex issues to align with the audience's values, concerns, and self-interest to maximize persuasion.
- Developing the Core Narrative: Crafting a compelling, simple, and memorable story that motivates action and cuts through information clutter.



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Module 3: Channels and Mobilization

- ▶ Media Strategy for Advocacy: Best practices for pitching stories, utilizing op-eds, and building relationships with journalists to secure earned media.
- ▶ Digital Advocacy and Mobilization: Leveraging social media, email campaigns, and online petitions to educate the public and mobilize grassroots support.
- ▶ Creating Policy Briefs and Calls to Action: Structuring technical documents (e.g., policy briefs) and direct calls to action to be clear, impactful, and action-oriented.

Module 4: Evaluation and Sustainability

- ▶ Measuring Advocacy Impact: Defining metrics and tools to evaluate whether communication efforts contributed to achieving policy goals or shifting public opinion.
- ▶ Coalition Management: Strategies for sustaining momentum, managing internal communication, and maintaining unity among diverse coalition partners.
- ▶ Sustaining the Narrative: Long-term strategies for keeping the issue relevant and building institutional capacity for ongoing advocacy.