

Online Advocacy Strategy and Influencing Skills

8 week online training course

1 May - 26 June 2025



Course summary

This course introduces participants to the core skills needed to influence powerful stakeholders and policy processes in a range of contexts. It also gives participants a thorough understanding of how to develop and monitor effective advocacy strategies. You will explore tools for analysing where power lies on your issue and who has a stake in it. You will learn how to develop a theory of change and how to tailor your advocacy to the interests of those you seek to influence. You will also learn skills in developing and communicating an advocacy message and in using research and evidence for advocacy purposes. You will explore various influencing techniques and start identifying which techniques are most appropriate for your context and issue.

What is the course format?

The online Advocacy Strategy and Influencing Skills is a facilitated, interactive and collaborative e-learning experience. You will have access to:

- Six interactive live sessions facilitated by our highly experienced consultant and an instructional producer, including small groups discussions and exercises. Each session lasts 1 hour 45 minutes from 1 pm to 2:45 pm UK time.
- All programme materials on the INTRAC e-learning platform, including videos and self-paced activities
- Opportunities to interact with other participants on the course through the platform discussion forums and live sessions
- One 60-minute individual mentoring session
- Trainer's feedback on your individual assignments

What are the objectives?

By the end of the training participants will:

- Be familiar with the stages of the advocacy planning cycle and be better equipped to develop an advocacy strategy
- Be able to analyse the external environment and policy processes and identify appropriate 'levers of influence'
- Develop a simple theory of change for achieving the change being sought
- Be aware of power dynamics and the role it plays in achieving advocacy success
- Have explored and practised some core influencing skills
- Have reviewed appropriate tools and methods for monitoring and evaluating advocacy

Who is this training course suitable for?

This course is particularly relevant to those with some experience in advocacy which they would like to build on or to those who are intending to engage in some form of advocacy in the near future. It is suitable for those who are looking to develop, monitor and evaluate their advocacy strategy in a systematic way.

What are the IT requirements?

You will need a laptop and ideally also a headset, as well as access to broadband internet. Live sessions will be held via Zoom. INTRAC's e-learning platform (Moodle) is accessible via browser. If you have any doubt about these requirements, please do get in touch.

Course content and structure

Week 1: Introducing Advocacy	<ul style="list-style-type: none"> • Overview of the range of tools in the advocacy toolbox • Sharing stories of inspiring advocacy and the ingredients of success • Identifying common advocacy challenges; checking in on your advocacy capacity needs
Week 2: Developing an advocacy strategy	<ul style="list-style-type: none"> • Overview of 10 main steps to developing an advocacy strategy • Identifying your advocacy goal • Clarifying the potential contribution of your organization/coalition to achieving the advocacy goal
Week 3: Analysing the context for your advocacy	<ul style="list-style-type: none"> • Tools for analysing the key actors and factors in the external context affecting the advocacy strategy
Week 4: Power and stakeholder analysis	<ul style="list-style-type: none"> • no live session, complete activities. • Analysing who has the power to bring about change
Week 5: What approach to take?	<ul style="list-style-type: none"> • You will be working on a mini-module to delve deeper into a specific approach to advocacy
Week 6: Advocacy road map (Theory of Change)	<ul style="list-style-type: none"> • Reflect on how to involve those affected by your advocacy issue in the advocacy strategy • Develop an advocacy roadmap
Week 7: Advocacy strategy planning, monitoring and evaluation	<ul style="list-style-type: none"> • Consolidate your advocacy strategy by establishing interim outcomes to seek and outcome indicators • Explore best practice in monitoring and evaluating advocacy – including the challenges and some tools and approaches for overcoming these challenges
Week 8: Advocacy messages and persuasive techniques	<ul style="list-style-type: none"> • Tips and tools for developing and communicating an advocacy message • Tailoring the advocacy message to different audiences • Tips on persuasive techniques • Course evaluation

What is the time commitment?

The online Advocacy Strategy and Influencing Skills training course will last a total of 8 weeks. On average, we estimate participants should set aside 4-6 hours per week for this course. In week 4 there will be no live session, but there will be individual assignments to complete on the e-learning platform.

Live session calendar

Session	Live session date and time
1 - 7 May - enrolment and preliminary activities	
1	Thursday 8 May 2025, 1pm - 2:45pm UK time
2	Thursday 15 May 2025, 1pm - 2:45pm UK time
3	Thursday 22 May 2025, 1pm - 2:45pm UK time
23 May - 3 June - No live session - work on assignment	
4	Thursday 5 June 2025, 1pm - 2:45pm UK time
5	Thursday 12 June 2025, 1pm - 2:45pm UK time
6	Thursday 19 June 2025, 1pm - 2:45pm UK time
7	Thursday 26 June 2025, 1pm - 2:45pm UK time

Course fee

The fee for this course is £799. Bursaries are available for small NGOs / civil society organisations based in the Majority World. For more information please contact the INTRAC training team using the details below.