Advocacy Strategy 2020

Country: ……………………………….

Name of the organization: ……………………………………..

1. **WHAT DO YOU WANT TO ACHIEVE?**

***Describe the three most important issues that you want to address/change/target in 2020.***

|  |  |
| --- | --- |
| *PROBLEM- The issue that will be addressed (describe it clearly)* | *SOLUTION- What goals will you set up to address the issue in 2020?* |
| *Example: There is no tax benefit for individual donors of CSOs.* | *Example: We want to have change in the tax law to allow individual donors to have a meaningful deduction from their income of donations to CSOs.* |
|  |  |
|  |  |
|  |  |

1. **WHAT WILL YOU DO TO ACHIEVE YOUR GOALS?**

***Take each of the goals described above and describe the specific activities that you plan to undertake to achieve them. You can add more lines if you want to have more activities.***

|  |  |  |  |
| --- | --- | --- | --- |
| *GOAL* | *ACTIVITIES* | *EXPECTED OUTPUTS* | *COMMENTS* |
| *Example: We want to have change in the tax law to allow individual donors to have a meaningful deduction from their income of donations to CSOs.* | *Example: Prepare a comparative analysis of existing tax benefits for individual donors in other countries.* | *Example: An analysis is prepared showing that many countries provide tax benefits for individual donors* |  |
| *Example: Form a coalition to advocate for better treatment of donors.* | *Example: A group of key CSOs established that advocates for tax incentives for donors* |  |
| *Example: Develop a draft proposal for change in the tax law.* | *Example: Draft proposal is developed* |  |
|  |  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |
|  |  |  |

1. **WHAT IS THE ROADMAP**

***Please describe when the activities will happen and with whom you want to take the action.***

|  |  |  |
| --- | --- | --- |
| *ACTIVITIES* | *TIMEFRAME* | *PARTNERS AND KEY STAKEHOLDERS* |
| *Example: Prepare a comparative analysis of existing tax benefits for individual donors in other countries.* | *Example: By the end of April* | *Example: ECNL* |
| *Example: Form a coalition to influence the draft.* | *Example: By the end of May 2020* | *Example: Association of Donors; Association of CSOs, etc.* |
| *Example: Develop a draft proposal for change in the tax law.* | *Example: By the end of June 2020* | *Example: Lawyers, tax experts, etc.* |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |