



ORGANIZING A CONTACT PROGRAMME

HOW TO...plan and roll out a useful contact programme?

See below our TOP TIPS to organize the appropriate meetings as part of your advocacy activities.

Step 1: Undertake a stakeholder mapping and policy audit (see XXX)

Step 2: identify your policy hook which you can use to channel your message;

Step 3: Identify the various stakeholders you would like to meet.

Step 4: identify key messages (what do you want to say?) based on the latest data, facts and figures; your objective (what do you want the person(s) you meet think(s), do(s) after you have met him/her/them.

Step 5: reach out to the relevant offices to set up meetings

Step 6:: Prepare the meeting : gather all above mentioned information, produce speaking points/powerpoint presentation if appropriate. Plan to bring relevant print-outs, leaflets, etc to leave behind.

Step 7: Attend the meeting with your key messages and objective in mind.

Step 8: Write a follow up email to your interlocutor, thanking for the meeting, mentioning key take-aways and next steps.

Step 9: Follow up on potential opportunities/developments outlined during the meeting a few weeks later, as appropriate.