

# Advocacy Action Guide

## A Toolkit for Strategic Policy Advocacy Campaigns

Concluding Your Campaign:  
A Checklist





**HELPFUL HINT:**

The content of your announcement will vary depending on whether you are celebrating a victory or conceding defeat. If your campaign had a positive outcome, outline the specifics of the policy change and what is needed to implement or enforce the policy. If you did not achieve your desired policy change, your announcement should outline the final outcome, why it is unacceptable for public health, and whether anything is being done to continue the fight.

No matter the outcome of the campaign, your announcement should thank those involved.

## Concluding Your Campaign: A Checklist

Whether win or lose, it's important to bring your advocacy campaign to an appropriate close once the outcome has been determined. Follow this checklist to effectively shut down your campaign and continue to cultivate positive relationships that will ensure support for your next advocacy initiative. Depending on the specifics of your campaign, all actions may not apply.

**Issue a press release or media announcement**

- Recognize individuals and groups who played important roles in your campaign.
- Send the announcement to all the media and special contacts you made throughout the campaign, including any government decision-makers with whom you worked closely.
- Post the announcement on organizational websites and social media.

**Optional**

- Conduct a final media briefing for journalists focused on details of the new policy, needs for enforcement, and any related policies still underway. You can also use this opportunity to explain why a policy change did not go through and emphasize the ramifications of inaction.
- Place an advertisement in a major daily newspaper highlighting your policy win and thanking supporters.
- Develop a special celebratory graphic for use on social media and websites.



Thank Supportive Decision makers

- Make individual calls or send personalized emails to thank supportive decision-makers and explain next steps.
- Thank other organizations and individuals who played a special role.

Make your “thank you” as meaningful as possible by having your organization’s executive director or campaign manager issue thank-you calls and notes. Alternately, you might assign the responsibility to individuals in your organization that had the most contact with a given supporter or partner group. You may also want to send personal thank-you notes to journalists who you would not include in a press release or media announcement, but nonetheless had a profound influence on the campaign outcome.

Update social media

- Issue an update to your Facebook, Twitter and other social media sites about the campaign and thank followers for supporting the campaign and sharing messages.
- Ask supporters to join a new campaign on a related topic. Make sure to provide them with new handles and page locations. (e.g. Please follow us @ XXX for more information on XXX).
- Provide alternative sources of information for supporters on related issues. This might be as simple as providing a website address.

If your campaign ended with a policy win, you might want to develop a unique celebratory hashtag.

Update the campaign contact list

- Notify contacts within your campaign about the result via email or newsletter.
- Ask contacts if they would like to continue to receive information from your organization about the issue and other campaigns.

Make sure to incorporate individuals on your campaign contact list into your organizational contact list, with their permission. The most simple way to gain permission is to include an explicit “Sign Up” option online or by email when notifying them of the campaign result. Opting in will allow them to receive information about the organization and the next campaign. A large percentage of your contacts will likely sign on to the next phase or issue.

Close websites

- If a special website was developed for the campaign, shut down the URL.
- Migrate the information to a website that is active and regularly updated.

Once you have moved the content from your special campaign website to a wider organizational website, campaign information does not need to be regularly updated.

Determine next steps for partnerships or coalition

- Determine whether your coalition will continue to formally work together. You and your partners may choose to end the coalition, periodically suspend the coalition, meet at a reduced level, or continue to work together on a related issue.
- Determine who will be in charge of archiving advocacy materials (e.g. factsheets) and where they will be stored.
- Determine the process for deciding if and when you will use the advocacy materials again – for example, during re-launch of the campaign.

Campaign photos can often be repurposed; however you may need special permission. To gain consent, follow up with the photographer and people in the photos. For your next campaign, consider negotiating broader use at the outset.

Review media coverage

- Collate, evaluate and archive all media coverage related to your campaign.

Archiving media coverage will be simple if you have monitored media from the beginning of your campaign. If not, you should still do it retroactively to the best of your ability. Some of the issues raised in articles may be relevant in the future, and journalists who wrote them will remain valuable contacts.

Evaluate your campaign

- Document your campaign efforts, including your objectives, strategies and tactics, what worked, what didn't, and any other lessons learned. This analysis will serve as an invaluable resource for your next campaign.
- Use the tool Monitoring and Evaluating your Campaign to help you evaluate the overall effort.

Consider developing a case study, particularly if you led a winning campaign. Feature it prominently on a website so other advocates can learn from your experiences.

#### FUNDING CHALLENGE?

If your campaign is coming to an end simply because you have run out of funds, you need to develop a plan to continue the work. Ask yourself:

- Are there further actions that supporters can take to advance the cause?
- What is possible for us to do with minimal funding and effort (e.g. social media can be inexpensive and simple)?
- Are there other funding sources to maintain the campaign?
- Is there another organization that can take on the remaining work? If so, who will approach the organization and handle the transition?