

Communicating for Change: Effective Advocacy Communications for Non-Profit Organisations

Report | 24 January 2019 | [Download PDF](#)

Having a holistic and strategic communication plan is crucial in delivering effective messages. This is particularly relevant in advocacy communication. Organisations wishing to effect change can benefit enormously from sharing their message across multiple platforms. Not only can this help an organisation to achieve its goals, it can also help to inform the public of the organisation and its purpose.

[Health Action International](#) have created a guide that can be used by people and organisations with different levels of experience in advocacy communication. It offers you the tools, checklists and introductions that provide you with the information and resources you need to create effective advocacy communications.



HAI's Snakebite Team has an interview with Citizen TV

This guide encourages taking a planned approach. This includes defining your advocacy goals and knowing the concepts that will help you reach and prioritise them.

We encourage you to make this document your own, using its content as a base. This is because creating change through advocacy isn't a 'one-size-fits-all' process. It takes flexibility, combined with sincerity of purpose and the ability to constantly re-evaluate approaches and tactics.

[Read more about ways to communicate for advocacy organisations here...](#)