LOBBYING AND ADVOCACY

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| THE BUSINESS AGENDA CHECKLIST |
| * Does your organization have an advocacy strategy?
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| * Does your advocacy strategy have clear objectives?
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| * Are your advocacy objectives described in terms of “desired policy outcomes” (A National Business Agenda)?
 |
| * Were your objectives developed as a result of comprehensive external environment research i.e. PEST, SWOT or similar?
 |
| * Were your members’ views on your advocacy objectives canvassed and taken into account?
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| * Have your advocacy objectives been agreed by the Board of your organization?
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| * Do you have a sufficiently effective in-house or external research capability?
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| * Do you know who the most important supporters and opponents will be for each advocacy objective?
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| * Have you reviewed the strength of both support and opposition to each strategic advocacy objective?
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| * Are the key advocacy materials you have developed readily available to your members?
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| * Is your long-term advocacy strategy regularly reviewed?
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| * Do you also have a short-term agenda for the current year, which is more detailed?
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| * Does your agenda provide for clear timelines?
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| * Has your business agenda been circulated with the highest political authorities in your country?
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| * Do you produce one or two page issue briefs or fact sheets (positon papers) for each item on your business agenda?
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| * Does your organization have clear guidelines for the production and distribution of press releases?
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| * Do you have a process for tracking which journalists pick up your releases and which cover the issues on your agenda? Do you use this to revise your distribution lists and to develop key contacts?
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| * Do you have a press pack available both in hard copy and on your website?
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| * Do you have a process for reviewing your Business Agenda on an annual basis with your Board?
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| * Do you have regular processes for communicating advocacy actions and successes to your members?
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| * Do you have a process to monitor achievement of your advocacy efforts?
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| THE ADVOCACY TARGETS & TACTICS CHECKLIST |
| * Do you have a clear understanding of the policy making process and timing for each of your business agenda priorities?
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| * Have you identified the most important insider and outsider lobbying targets at each stage of the process, and do you know when approaches will be most effective?
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| * Are your lobbying targets correct for the stage of issue development i.e. you are not leap-frogging?
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| * Do you have a strategy *vis à vis* insider targets to move from being a lobbyist to being part of the policy making process?
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| * Do you have a media strategy?
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| * Do you have a complete and up to date list of relevant media and journalists?
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| * Do you have a strategy to make your organization the “media choice” for expressing the views of business on your advocacy agenda items?
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| * Have you selected appropriate messengers?
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| * Do you have a strategy for mobilizing member support for your advocacy objectives?
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| * Do you have a plan for coalition building for your National Business Agenda as a whole, and the priority items in it?
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| * Do you inform your members frequently (minimum once every 3 months) about your lobbying results and difficulties?
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| * Are your President and/or Chief Executive invited at least once a year in parliamentary hearings?
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| * Do your President and/or Chief Executive have at least 2 one-to-one meetings with the highest political authority in your country per year?
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| * Are you able to speak as the only and/or most authoritative voice of business in your country?
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| * Do you keep the materials on your website up to date?
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| * Does the Board meeting involve a review of the external environment, a reappraisal of current advocacy objectives and an update of how members see your advocacy priorities?
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| * Are your tactical approaches kept constantly under review to assess their effectiveness and to respond immediately to changes that present opportunities or threats?
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| * Is the information that you provide to members always up to date?
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