



# BASIC TRAINING FOR ADVOCACY AND POLICY INFLUENCING

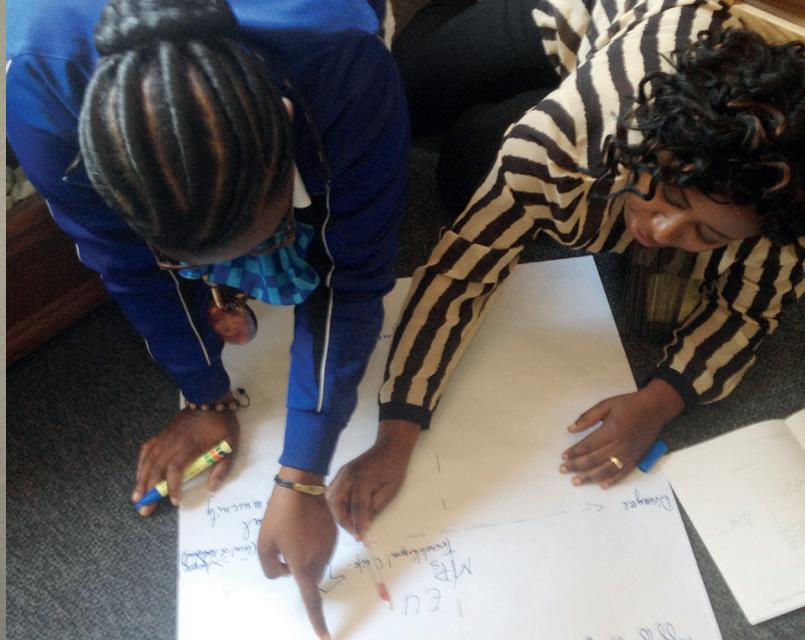
**New and less experienced policy influencers or campaigners often have a lot of uncertainty when starting, developing and implementing an advocacy or campaign plan. That is why Bureau Tij has developed a Basic Training for Advocacy and Policy influencing. Amongst other things, our training package explores two key aspects of policy influencing: developing a Theory of Change and creating the tactics and tools to give your plan its final shape. The two-day training helps participants to develop a strategic, effective and realistic advocacy plan.**

## ABOUT THE CONTENT OF TRAINING

After the training participants should be able to:

- write an advocacy plan
- set clear and realistic goals
- make a power analysis
- develop a motivational strategy to acquire insight into influencing different target groups
- develop a Theory of Change and convert it to tools and activities

The training has a very clear and easy to follow structure. During the course, we take participants through the different steps of developing an advocacy plan. Each step is illustrated by a central case study and other relevant examples. The central case study that is used in the training describes the case of the Immokalee workers (a coalition of immigrants who are tomato pickers), fighting for better pay and working conditions in Florida. We also look at different campaigns from international NGO's to study what went right and what went wrong. Which tactics work in which situations, and which do not?



## READY TO GO PACKAGE

To be able to train partners in the South themselves, we have made the training (materials) available for use to NGOs. Trainers of Bureau Tij 'll give a one day Train-the-Trainer workshop to NGO staff, after which the staff can give the training themselves to southern partners. If your organisation buys this package, you will receive a license to use the training materials, and you can adopt the materials if you would like to. The materials are available in English, Spanish, Arabic and Dutch. The package includes a two day prezi presentation, a theory card, a work book, handouts, a certificate and a trainers manual.

## ABOUT US

Bureau Tij consist of Ingrid van den Berg and Agnes de Rooij. Ingrid and Agnes have over twenty-five years of campaigning experience. Before we started Bureau Tij in 2012 we have been working for a variety of Dutch and international NGO's, creating change through effective campaigns and smart communications. Developing and providing trainings is the core business of Bureau Tij. To improve the impact of campaigns we trained a lot of advocacy/campaign- and communication staff of different Dutch and international organisations in the last two years.

Among our clients are, COC, de Consumentenbond, Hivos, Friends of the Earth Netherlands, Fairfood International, CNV Internationaal, Foodwatch, Greenpeace and Questionmark.

## MORE INFORMATION

If you are interested and you would like more information on the costs, the materials or the content of the trainings please contact us at:



bureau tij helpt  
effectieve campagnes  
ontwikkelen

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