



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Advocacy Campaign Planning Workshop Development Practice Training

Education, Training and Development / Adult Learning

Unit Standard 110063 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This workshop equips participants with the practical skills to plan, develop, and implement effective advocacy campaigns. Learners will gain the ability to design campaign strategies, mobilize stakeholders, and evaluate impact within a South African context.

Category	Education, Training and Development
Subfield	Adult Learning
Unit Standard	110063
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply advocacy principles to identify and analyze a social or policy issue.
- Design a comprehensive advocacy campaign plan with clear goals, targets, and tactics.
- Implement stakeholder mapping and engagement strategies to build coalitions.
- Evaluate the effectiveness of advocacy activities using appropriate monitoring tools.
- Demonstrate ethical communication and messaging techniques for public awareness.
- Analyze power dynamics and decision-making processes relevant to the campaign context.

WHO SHOULD ATTEND

- This course is designed for community leaders, NGO staff, trade union representatives, and public sector employees who need to plan and run advocacy campaigns.

COURSE OUTLINE

Day 1: Foundations of Advocacy and Campaign Planning

- Definition and principles of advocacy
- Types of advocacy campaigns
- The policy cycle and decision-making processes
- Stakeholder mapping and power analysis
- Introduction to campaign planning frameworks
- Ethics and values in advocacy

Day 2: Research, Issue Analysis, and Goal Setting

- Research methods for advocacy (desktop, interviews, surveys)
- Problem tree and objective tree analysis
- Theory of change development
- SMART goal setting for campaigns
- Audience segmentation and targeting
- Mapping decision-makers and influencers

Day 3: Message Development and Communication Strategies

- Message development: framing, core message, and calls to action
- Communication channels: traditional media, social media, events
- Media relations and press releases
- Storytelling for advocacy
- Spokesperson training and talking points
- Digital advocacy tools and online campaigns

Day 4: Coalition Building, Mobilisation, and Campaign Management

- Coalition formation and management
- Grassroots mobilisation and volunteer management
- Campaign budgeting and resource mobilisation
- Action planning and timeline development
- Monitoring and evaluation frameworks
- Risk management and contingency planning

Day 5: Implementation, Evaluation, and Sustainability

- Simulation: running a mini-campaign
- Data collection and impact assessment
- Learning and adaptation in campaigns
- Sustainability strategies: funding, capacity, and legacy
- Peer review and feedback on campaign plans
- Course wrap-up and action planning

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
22 Jun 2026	26 Jun 2026	On-Campus	Mombasa, Kenya
22 Jun 2026	26 Jun 2026	On-Campus	Mbabane, Eswatini
22 Jun 2026	26 Jun 2026	On-Campus	Nairobi, Kenya
22 Jun 2026	26 Jun 2026	On-Campus	Maseru, Lesotho
22 Jun 2026	26 Jun 2026	In-House	–
22 Jun 2026	26 Jun 2026	On-Campus	Windhoek, Namibia
29 Jun 2026	03 Jul 2026	On-Campus	Maseru, Lesotho
29 Jun 2026	03 Jul 2026	On-Campus	Nairobi, Kenya

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

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