

Module 14: Using Budget Analysis for Advocacy

Activity E: Stakeholder definition exercise

For budget advocacy messages to be most effective, they must be targeted at the relevant stakeholders. When identifying audiences, we must ask ourselves, who can make the change that I am seeking? Primary audiences include those who have the actual formal authority to deliver the change. Secondary audiences are those that influence the primary audience, like media and key political constituencies.

- Reflecting on your own budget advocacy agenda, list all stakeholders that are relevant to the success of your objective. Include stakeholders that are supportive of your agenda and those that tend to or are likely to oppose you. Include your primary audiences – those that have a mandate to help you with your issues – and your secondary audiences – those that have capability or opportunity to influence the primary audience.
- Indicate what specific support or action you require from each stakeholder for you to achieve your budget advocacy goals.
- Indicate what possible challenges you might have to reach these stakeholders.
- Indicate what opportunities you have to win the powerful actors or stakeholders over to help you pursue your budget advocacy goals.