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Further reading

More Tearfund advocacy resources can be found in Tearfund's International Learning Zone (TILZ): <http://tilz.tearfund.org/themes/advocacy>, including the following issue-specific booklets:

- *Why advocate on climate change?*
- *Why advocate for Disaster Risk Reduction (DRR)?*
- *Why advocate on governance and corruption?*
- *Why advocate on HIV?*
- *Why advocate for Water, Sanitation and Hygiene (WASH)?*

Tearfund's advocacy resources for churches can be found in the Churches section of TILZ: http://tilz.tearfund.org/themes/church/church_and_advocacy

Other guides

- BOND Guidance Note, *The How and Why of Advocacy*, 2005: www.innonet.org/resources/files/The_how_and_why_of_advocacy.pdf
- CARE, *Advocacy Tools and Guidelines*, 2001: www.careclimatechange.org/files/toolkit/CARE_Advocacy_Guidelines.pdf
- Oxfam America and the Advocacy Institute, *Advocacy for Social Justice: A Global Action and Reflection Guide*, Kumarian Press, USA, 2001
- VeneKlasen, Lisa with Miller, Valerie, *A New Weave of Power, People and Politics: The Action Guide for Advocacy and Citizen Participation*, World Neighbors, USA, 2002: www.justassociates.org/ActionGuide.htm
- VSO, *Participatory Advocacy Toolkit*, 2012: www.vsointernational.org/what-we-do/advocacy
- Wateraid, *Advocacy Sourcebook*, 2007: www.wateraid.org/~media/Publications/advocacy-sourcebook.ashx
- World Vision International, *Citizen Voice and Action Field Guide*, 2010: www.wvi.org/local-advocacy/publication/citizen-voice-and-action-field-guide

Influence, persuasion and inspiring change

- Atkinson, Max, *Lend Me Your Ears*, Vermilion, London, 2004
- Program for Environmental and Regional Equity, University of Southern California, *Making Change – How Social Movements Work and How to Support Them*, 2009: <http://dornsife.usc.edu/pere/making-change>
- The Change Agency, *Training Resources for Activists*: www.thechangeagency.org (click on training resources)
- Cialdini, Robert B. *Influence – The Psychology of Persuasion*, Revised edition, HarperBusiness, USA, 2006.
- Gladwell, Malcolm, *The Tipping Point*, Abacus, London, 2000
- Rose, Chris, *How to Win Campaigns – Communications for Change*, 2nd edition, Earthscan, London, 2010
- Straker, David, *Changing Minds*: www.changingminds.org

Power and politics

- Chapman, Jennifer, *Rights-Based Development: The Challenge of Change and Power*, Global Poverty Research Group, 2005: www.gprg.org/pubs/workingpapers/pdfs/gprg-wps-027.pdf
- ODI, *Mapping Political Context*, 2006: www.odi.org.uk/resources/download/152.pdf
- Weston, Drew, *The Political Brain*, Public Affairs, USA, 2007

Issue identification and research

- ODI, *Tools for Policy Impact*, 2004: www.odi.org.uk/resources/download/156.pdf
- VSO, *Simple Toolkit for Advocacy Research Techniques*, 2nd edition, 2012: www.vsointernational.org/what-we-do/advocacy (click on PDF link)

Advocacy planning

- ActionAid, *Critical Webs of Power and Change*, 2005: www.alnap.org/resource/8096

Citizen engagement

- International Institute for Environment and Development, *PLA Notes 43: Advocacy and Citizen Participation*, 2002: <http://pubs.iied.org/pdfs/9133IIED.pdf>
- Just Associates, *Making Change Happen – Advocacy and Citizen Participation*, 2002: www.justassociates.org/MakingChangeReport.pdf

Working with others

- The POLICY Project, *Networking for Policy Change: An Advocacy Training Manual*, 1999: www.policyproject.com/pubs/AdvocacyManual.pdf
- Prevention Institute, *Developing Effective Coalitions: An Eight Step Guide*, 2002: www.preventioninstitute.org/component/jlibrary/article/id-104/288.html
- Starkey, Paul, *Networking for Development*, International Forum for Rural Transport and Development, London, 1998

Communication

- Atkinson, Max, *Speechmaking and Presentation Made Easy*, Vermilion, London, 2008
- ODI, *Successful Communication*, 2005: www.odi.org.uk/resources/download/155.pdf

Social and digital media for advocacy

- The Info-Activism How-To Guide: Strategies and tools for digital campaigning: <http://howto.informationactivism.org> (see also Tactical Tech: www.tacticaltech.org)
- For mobile phone technology in advocacy: Frontline SMS, www.frontlinesms.com, and Our Mobile World, www.ourmobileworld.org

Lobbying

- ODI, *Policy Engagement*, 2006: www.odi.org.uk/resources/download/160.pdf

Mobilisation and campaigning

- Coe, Jim and Mayne, Ruth, *Is Your Campaign Making a Difference?*, NCVO Publications, London, 2008
- Kingham, Tess and Coe, Jim, *The Good Campaigns Guide – Campaigning for Impact*, 2nd edition, NCVO Publications, London, 2005
- Lamb, Brian, *The Good Guide to Campaigning and Influencing*, 3rd edition, NCVO Publications, London, 2011
- Lattimer, Mark, *The Campaigning Handbook*, 2nd edition, Directory of Social Change, London, 2000

Human rights

- For details of United Nations summits, conferences and events: www.un.org/events/index.html
- For United Nations organisations: www.unsystem.org
- For information and data on different countries and topics, see: www.worldbank.org, www.imf.org, www.unicef.org, www.undp.org
- Amnesty International: www.amnesty.org
- Human Rights Watch: www.hrw.org

Monitoring policies and budgets

- CAFOD, Christian Aid and Trocaire, *Monitoring Government Policies: a Toolkit for Civil Society Organisations in Africa*: www.trocaire.org/sites/trocaire/files/resources/policy/monitoring-government-policies-toolkit.pdf.pdf
- Fundar, International Human Rights Internship Program and International Budget Project, *Dignity Counts – A Guide to Using Budget Analysis to Advance Human Rights*, 2004: www.iie.org/en/Programs/IHRIP/Publications (click on PDF link)
- International Budget Partnership, *Guide to Budget Work for NGOs*, Revised edition, 2001: www.internationalbudget.org/resources/guide/guide1.pdf
- The Transparency and Accountability Initiative, *Open Government Guide*, 2013: www.opengovguide.com

Monitoring, evaluation and learning

- BOND Impact Builder (online hub of outcomes, indicators and data collection tools): <http://my.bond.org.uk/impact-builder>
- The California Endowment, *The Challenge of Assessing Policy and Advocacy Activities*, 2005: www.calendow.org/uploadedFiles/Publications/Evaluation/challenge_assessing_policy_advocacy.pdf
- Chapman, Jennifer and Wameyo, Amboka, ActionAid, *Monitoring and Evaluating Advocacy: A Scoping Study*, 2001: www.eldis.org/vfile/upload/1/document/0708/DOC21800.pdf
- Community Sustainability Engagement Evaluation Toolbox: www.evaluationtoolbox.net.au (click on Behaviour Change)

- European Ecumenical Alliance, *Advocacy Evaluation Guide*, 2010: www.e-alliance.ch/en/s/advocacy-capacity/resources/evaluating-advocacy-activities
- The Evaluation Exchange, *What's Different About Evaluating Advocacy and Policy Change?*, 2007: www.hfrp.org/evaluation/the-evaluation-exchange/issue-archive/advocacy-and-policy-change/what-s-different-about-evaluating-advocacy-and-policy-change
- Monitoring and Evaluation: www.mande.co.uk
- Organizational Research Services for the Annie E. Casey Foundation, *A Guide to Measuring Advocacy and Policy*, 2007: www.aecf.org/upload/publicationfiles/DA3622H5000.pdf
- Organizational Research Services for the Annie E. Casey Foundation, *A Handbook of Data Collection Tools for Measuring Advocacy and Policy*, 2007: www.organizationalresearch.com/publicationsandresources/a_handbook_of_data_collection_tools.pdf

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