

Types of advocacy



There is no one way to advocate for change. Instead it is usually built on several different types of advocacy taking place at the same time and in a co-ordinated way. This canvas helps you to understand which advocacy types might help your initiative the most and what it would take.

For more information on how to use this canvas, visit wearespur.com/123/resources.

	Mobilisation · Protest	Mobilisation · Non-Protest	Media advocacy	Political Engagement · Direct Lobbying of Decision-Maker(s)	Political Engagement · Systemic Change	Litigation
What might this type of advocacy be / involve / look like for us?						
What might be gained by levering this type of advocacy?						
What might we need to effectively do this type of advocacy?						
What do we currently have to effectively do this type of advocacy ?						

