



The Exopolitics Advocacy Platform is a management system that is the key to delivering successful advocacy strategies to ensure that activities are coordinated and directed at achieving the overall goals of the programs and services. Advocacy supports the most efficient use of resources, allowing a clear and shared understanding of the messages being communicated and the implementation program following a six step procedure.

1. Identify advocacy and goals of the target audience
2. Identify key advocacy, activities, and messages
3. Identify how to deliver the advocacy, messages, and activities
4. Identify resources required to undertake advocacy and activities
5. Create an action plan for carrying out advocacy and activities
6. Evaluate the outcome of advocacy and activities