

# The power of strong advocacy

**We envision a world where strong, coordinated, country-based advocacy is a driving force for improvements in health and development.**



As country-based advocacy plays a growing role in advancing policy change and ensuring accountability for health and development in the Global South, advocates and donors are increasingly seeking ways to improve their impact. Stronger, more coordinated country-based advocacy leads to improved government policies, more efficient and effective use of resources, and greater accountability to commitments. This sets the stage for more effective programs and services that reach more people, and ultimately, improved health and well-being. Yet significant challenges and gaps remain in achieving these goals.

The Advocacy Accelerator is being created to respond to what we heard from 90 advocates, donors, and researchers from across the globe about what is needed for strong advocacy. To read more about the findings and recommendations from these consultations, see the full report at [www.AdvocacyAccelerator.org](http://www.AdvocacyAccelerator.org).

## The Advocacy Accelerator: Interactive platforms driving accountability and impact

The Advocacy Accelerator is an emerging model, designed to address the expressed needs of country-based advocates and its goal is to strengthen advocacy capacity, alignment, and impact by providing in-person and online platforms for advocates and their supporters to share experiences, evidence, and approaches. The Advocacy Accelerator will initially be based in East Africa, supporting a global online advocacy community and in-person engagement in the region.

The Advocacy Accelerator will not advocate on its own behalf nor take positions in any topical area, but rather aims to link advocates with the resources and support they need to maximize their impact and accelerate improvements in health and development.

Together we will build a strong,  
connected community of advocates  
across the globe!

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## The Advocacy Accelerator will:

- **collect and link advocates to information, expertise, and support** for advocacy capacity strengthening, to achieve increased efficiencies and effectiveness;
- **provide interactive in-person and virtual spaces** that foster and promote learning within and across sectors and regions, reducing redundancies and fostering greater collaboration;
- **connect advocates to organizational development expertise and experience**, contributing to stronger organizations and practices that support advocacy functions and goals; and
- **gather and aggregate data, research, and lessons learned across the field of advocacy**, making critical information and insights available to the advocates, donors, and technical assistance providers who need them.

## Become a member of the Advocacy Accelerator community

The success of the Advocacy Accelerator depends on strong partnership with a broad community of users who will help source and shape it. We invite **YOU** to join this effort!

### ADVOCATES...

**JOIN** the Advocacy Accelerator Facebook Group to share your insights, experiences, and resources with other advocates.

**VOLUNTEER** to become an advocacy mentor or coach to partners in East Africa!

### TA PROVIDERS...

**SHARE** your tools, trainings, and opportunities to support advocates, so the Advocacy Accelerator can link you with those seeking assistance.

**AUTHOR** a guest blog post describing your tools or lessons learned to share with the Advocacy Accelerator community!

### DONORS...

**SUPPORT** your partners and grantees in evaluating, documenting, and sharing their experiences and lessons learned with the Advocacy Accelerator. Encourage them to make the space and time to contribute and learn!

**BECOME A PARTNER** by supporting the Advocacy Accelerator!



### VISIT

us at [www.AdvocacyAccelerator.org](http://www.AdvocacyAccelerator.org)  
to learn more and sign-up to receive  
our e-Newsletter



### ENGAGE

with us on Twitter  
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### CONTACT

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