

Conducting ENGINE II Advocacy Visits to Stakeholders: A “How to” Guide

This “How to” Guide aims to serve as a Standard Operating Procedure (SOP) to State Team Leads, Policy and Governance Programme Officers and all ENGINE staff who may be involved in leading or conducting Advocacy visits to Government partners, Traditional Rulers, Religious Leaders and similar stakeholders. Please note however that this is only a guide and ENGINE staff conducting Advocacy Visits can adapt this to each circumstance.

The preparation

1. Having consulted the Programme Manager/Deputy Programme Manager/Programme Advisor/Policy and Governance Manager, decide on the objectives and expected outputs of the visit.
2. Choose a date for the advocacy visit, in collaboration with the persons identified in Step 1. OR go to step 3.
3. Write to the stakeholder, informing him/her of the intended visit, its objectives and ask him/her to propose a convenient date and venue for the visit.
4. Revert to persons identified in step 1 to keep them abreast of plans for the visit.
5. Prepare your advocacy kit/materials needed for visit: Such materials should include Programme Brief, ENGINE Diary/Notepad, Pens and similar ENGINE II visibility materials.
6. Prepare any additional materials that would be needed for the visit. E.g. A good camera with charged batteries and memory card, a voice recorder (if needed), Notepads, Pens etc. Appoint someone from your team to be responsible for taking photographs on the day of the visit.
7. Conduct the advocacy visit on the said date and venue

During the Advocacy Visit

Introductions

8. Introduce yourself, as well as other members of your team present. Also allow the stakeholder and his/her team introduce themselves.
9. Indicate the purpose of the visit

Share the ENGINE story

10. Remind the stakeholders about the challenges with marginalized girls in the community and how the ENGINE programme has been intervening in the said community/state.
11. Inform them of the goals of the ENGINE II programme and its achievements from ENGINE I in the state.
12. Share with the stakeholders ENGINE II's approach, and its emphasis on Learning, Transition and Sustainability. Take some time to explain what these outcomes mean in the context of the programme but *be as concise and straight to the point as possible*
13. Briefly explain the concentric circle around the girl, indicating the various levels of influencers (Her household, Her Community and Policy and Governance Structures around her), as well as how the ENGINE II Programme is poised to reach out to these various levels of stakeholders and bring about behaviour change to support the girl



(SHEro Campaign). Remember to indicate that as a programme, we believe when girls are supported to do well, we all do well too.

Your Ask

14. Having stated all these, let the stakeholder know that you have come to him/her because he/she is one of those in the Community/State whose collaboration is needed to support girls to achieve their full potentials.
15. Clearly spell out to him/her the exact support/collaboration you need.
16. Allow the stakeholder to give you his/her feedback. Thank him/her for his/her time and politely hand him/her the advocacy materials you came with.
17. Exchange complimentary cards/contact details (if possible), take photographs, and take your leave.

After the Visit

18. Keep in touch via email or phone and keep him/her abreast of ENGINE II programme updates in the community/state that may be useful.

