

HOUSING ADVOCACY PLAN WORKSHEET - FOR TENANT LEADERS

1. Identify the urgent and pressing housing issues facing your community.

Brainstorm a list of issues:

After identifying a list of important issues, discuss each of them and ask:

- Is this a problem that a lot of people face?
- Is this a big problem or a smaller one? If it could be solved, how would it change people's lives?

Choose a shortlist of three or four priority issues that affect a lot of people and/or are 'big' problems that really need to be fixed.

1. Issue:

2. Issue:

3. Issue:

4. Issue:

2. Each issue could have one, two, or many solutions. Identify them below.

	Solution A	Solution B	Solution C
Issue 1:			
Issue 2:			
Issue 3:			

3. Choose a SMART goal.

From your list of solutions, decide on one issue and one solution to work on. It can help to identify a SMART goal as a way to choose your priority:

Specific:

Avoid vague objectives. Your goal should leave little room for interpretation and state what you plan to achieve and for whom.

Measurable:

You will know exactly when you've achieved it, or if the decision-maker is only meeting you halfway.

Attainable:

It should be achievable – someone needs to be able to make it happen. If your goals start to sound like a vision – like “end poverty” – it's time to scale back to something like “government increases assistance by 100%.”

Relevant:

The goal is clearly linked to the issue – by achieving it you will solve the problem.

Timely:

Decide on when you want to reach your goal and if the timeline is adequate.

Write down your SMART goal:

4. Identify the target or focus of your advocacy strategy.

The target or decision-maker is the person who can turn your goal into reality. They have the power to implement the specific change you are fighting for. For instance, if you want to stop a rent hike, your target is the landlord; if you want a raise in social assistance rates, your target is the provincial minister in charge of social services. Secondary targets are those people or groups who have influence over your primary target. In the rent example, secondary targets might be business partners of the landlord or their investors.

SMART goal:

**Primary target /
decision-maker:**

Secondary targets:

5. Build your alliance.

You can increase your power and influence by mobilizing a strong and active group of supporters. List as many individuals, communities, and organizations that you can think of who share a common interest or values with your tenant group. For each, answer (a) how you will engage them and motivate them to support you, and (b) what you are specifically asking of them (i.e. Share your materials with their members, come to an event, etc.).

List your allies	How will you engage them?	What do you want them to do?
Ally 1:		
Ally 2:		
Ally 3:		
Ally 4:		

6. The five 'E's of effective actions.

From holding an information session for tenants to lobbying a city councillor, you will need to engage in a variety of actions to achieve your goal. Actions are effective when they accomplish at least two, but preferably all five of these outcomes:

- Educate people about the issue and who is responsible for fixing the problem.
 - Empower your members.
 - Energize your members and allies.
 - Escalate pressure on your decision-maker.
 - Evaluate how your event or activity went, and use what you have learned for the next time.
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Building a winning strategy

Achieving a SMART goal is the result of a strong campaign that builds community consensus on a solution to an issue, mobilizes people to take collective action in support of that solution, and by doing so, increases the pressure on decision-makers to implement your solution. There are many resources and people with experience in community development who are available to support you in creating a winning strategy - online and in your own community. Seek them out.

You are not alone - and you are stronger together.

Good luck!



This worksheet is from the resource *“Empowering Communities to Claim the Right to Housing: A Resource for Tenant Leaders.”*

Scan the QR code to access the full resource.