

TOOL

KNOW, FEEL, DO

WHY

Effective advocacy is about **influencing people** with the power to make decisions and create change.

Know, Feel, Do (K-F-D) is a simple tool that helps you to **bring clarity to the change you want to achieve** with your communication and advocacy work – so that you may craft a clear strategy on how you intend to influence people.

K-F-D recognizes that people don't just want to be 'informed' ("What do you want them to know?"). They also need to know what action you want them to take as a result of that knowledge ("What do you want them to do"). At the same time, it is also important to understand what interests and motivates the people you want to influence, so that you can connect with them and make them care ("What do you want them to feel"?).

Putting yourself in someone else's shoes and thinking about how you want them to feel helps you to find out how to best deliver your message or how to involve people in a motivating way.

K-F-D reminds us that sometimes it is not about "educating", but about understanding and motivating the people we are communicating with.

WHEN

You can kick-start the **early stages of planning** your advocacy by using K-F-D. Also, K-F-D is a useful tool for **planning a meeting** with a decision-maker or **designing sharp messages** for particular audiences.

HOW

Think about the people you want to influence. Ask yourself the 3 simple questions:

- "What do you want them to know"
- "What do you want them to feel"?
- "What do you want them to do"

Keep it simple and focus on the essential. Ideally, you will only have a couple of clear sentences under each of the questions. Keep these questions in mind, when deciding on your advocacy strategy, designing your message and building your arguments.



What makes a good advocacy?

- A good advocate knows why they are getting involved in the issue (their motivation and their legitimacy)
- Is knowledgeable and has expertise (which makes them credible and authoritative)
- Is persistent and committed to change focused on the positive
- Can build consensus and agreement by understanding and empathizing with others
- Is trustworthy, humble and fair