

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 large part of the children in our municipality are not going to school due to parents concerns of the quality of school. Often teachers are absent and the children are then left on their own with no adults to teach them. The teachers complain that they have not been paid their salaries from the local government and therefore have to work other jobs. The delay in salaries is due to that the municipality education office has not received the funds set aside for education from the provincial government. The consequence of this is that the futures of a large number of children are compromised and that teachers and parents alike are frustrated.

This is a recurrent problem in our municipality. It is time for the provincial government to ensure that the provincial funds for education are distributed in time to the municipal education authorities.