

**Terms of Reference (ToR) for the Development of an Advocacy Strategy**

**1: Introduction**

ACK Development Services Nyanza Region is a non-profit-making faith-based organization serving vulnerable communities within the Six ACK Dioceses in Nyanza Region (Maseno South, Maseno West, Southern Nyanza, Bondo, Maseno East and Upper Southern Nyanza). The organization works to improve the livelihoods of the vulnerable communities in the six counties of Nyanza region – Siaya, Kisumu, Homabay, Nyamira, Kisii, and Migori.

The organization envisions *A dignified responsible humanity enjoying the fullness of life* and exist *to enable the Dioceses and communities of Nyanza region to achieve fullness of life and the integrity of creation through sustainable community development programs for the glory of God.*

The organization has three strategic goals, including improved livelihoods of target communities in the region through participatory and sustainable development approaches, improved church partnership and strengthened organizational capacity of ADS-Nyanza. For over 24 years, ADS-Nyanza has engaged in various development programs aimed at addressing pressing community challenges, such as climate resilience, economic strengthening, early childhood development, health advocacy, and emergency response.

The advocacy strategy will serve as a critical framework to enhance community engagement, mobilize resources, and influence policy changes at local and national levels.

**2: Objectives of the Advocacy Strategy**

The primary objective of the advocacy strategy is to strengthen the capacity of ADS-Nyanza to influence decision-makers and stakeholders in prioritizing community needs, particularly around Early Childhood Development, health, food security, climate action and economic empowerment. The strategy will aim to elevate the concerns of vulnerable populations, focusing on historically excluded groups, to ensure their voices are integrated into policy-making processes. Moreover, it will aim to create a collaborative platform for community members, local leaders, and government officials that fosters shared ownership of solutions. By establishing strong coalitions, the strategy will advocate for effective policies and resource allocation that empower communities and address chronic vulnerabilities.

**3: Scope of the Advocacy Strategy**

The advocacy strategy will encompass the following key areas: Early Childhood Development (ECD) through the lens of nurturing care frameworks that emphasize maternal and child health, nutrition, and responsive caregiving; Climate Resilience initiatives targeting food security, reforestation, and cooperative formation; Household Economic Strengthening through improved access to financial resources; and Health Advocacy focusing on health service delivery focused on optimal treatment outcomes, health promotion, disease prevention and public health awareness. The strategy will engage a diverse range of stakeholders—including ECD promoters, community health promoters , farmers, saving group leaders, faith leaders, Adolescents and young people, Community-led advocacy committees, and local government officials—ensuring their participation in identifying solutions to pressing issues and tracking public expenditure for transparency.

**4: Methodology**

The development of this advocacy strategy will incorporate a participatory methodology, engaging community members as active facilitators in the process. Techniques will include community dialogues, focus groups, and one-on-one interviews to capture diverse perspectives. Understanding the dynamics of power and intersectionality will guide the inclusion of historically marginalized voices, implementing supportive settings that enable open and honest communication. The strategy will also utilize data from previous assessments and evaluations to identify gaps and inform advocacy priorities effectively. Continuous feedback mechanisms will ensure that the strategy adapts to evolving community needs and leverages existing relationships with local leaders.

**5: Deliverables**

Key deliverables of the advocacy strategy will include:

1. A comprehensive advocacy document outlining defined goals and objectives aligned with community priorities, ensuring clarity and focus. This document will serve as a guiding framework for advocacy actions, illustrating how these goals support shared community aspirations and needs.
2. A roadmap that identifies key stakeholders, advocacy targets, and engagement tactics, providing a clear pathway for action. This roadmap will aid in strategizing stakeholder relationships, establishing timelines for interaction, and detailing methods to effectively mobilize community involvement in advocacy efforts.
3. Development of training materials for advocacy committees that include techniques for effective lobbying and public engagement, budget and policy advocacy, social audit, and empowering committee members with the skills and knowledge necessary for influence. These materials will cover communication strategies, negotiation techniques, and ways to build rapport with decision-makers effectively.
4. Clear linkage pathways for the community-level advocates to follow through their issues to a conclusion.
5. A monitoring and evaluation framework to assess the impact of advocacy initiatives on policy change and community empowerment, enabling continuous learning. This framework will include key performance indicators to measure success, feedback mechanisms to gather community perspectives, and assessment tools to refine advocacy strategies based on outcomes.
6. Regular feedback reports showcasing progress, community insights, and required adjustments to the advocacy efforts, fostering transparency and responsiveness. These reports will provide stakeholders with actionable information, ensure accountability, and allow for timely adaptations in strategies to enhance effectiveness and relevance within the community context.

**6: Timeline**

The advocacy strategy development is anticipated to last 15 days, encompassing several critical milestones: Conducting thorough stakeholder consultations and community dialogues, Data collection and analysis from community feedback and existing reports, Drafting the advocacy strategy document with input from stakeholders. The final advocacy strategy should be submitted not later than **April 22nd February 2025**

**7: Team Composition**

The success of this advocacy strategy will rely on a multi-disciplinary team that includes a lead consultant with experience in advocacy and community development, advocacy committee members comprising community representatives, and technical experts in health, environmental issues and project staff.

**8: Budget**

Interested Consultants/firms are requested to submit a detailed budget for the assignment, with all figures indicated in Kenyan Shillings. The budget should encompass a comprehensive breakdown of all costs related to the development of a communication strategy. All costs should be itemized for clarity and transparency.

**9: Reporting and Communication**

A robust reporting framework will be established to facilitate ongoing communication during the advocacy strategy development process. Regular updates will be shared with stakeholders to keep them informed of progress and challenges faced. Feedback mechanisms will be incorporated at multiple stages to enable community input and make necessary adjustments based on emerging needs or concerns. This transparent approach will foster trust and collaboration among all engaged parties and ensure the advocacy efforts remain aligned with community aspirations.

**10: Proposal Evaluation**

Proposals will be evaluated as follows:

1. Understanding of the Assignment (20%) - Clarity of the proposed objectives and deliverables, and insight into the challenges and requirements of the assignment.
2. Experience in Undertaking Similar Assignments (25%) - Demonstrated history of successfully completing similar projects, and relevance and impact of previous work related to communication strategies.
3. Methodology (25%) - Appropriateness and relevance of the proposed methods for achieving project goals, and innovation and creativity in approach to stakeholder engagement and analysis.
4. Composition of the Technical Team (15%) - Qualifications and experience of team members and team structure and complementation among members.
5. Budget (15%) - Clarity and justification of budget items, and cost-effectiveness and alignment of the budget with project goals.

**11: Terms of Payment**

ADS-Nyanza will negotiate with the successful consultant to pay a mutually agreed consultancy fee less withholding tax.

ADS-Nyanza will pay the consultant money for all logistical expenses for the evaluation exercise. The consultancy fee will be paid at the successful completion of the evaluations exercise and submission of the final report.

Send the technical and financial proposals to [hrm@ads-nyanza.org](mailto:hrm@ads-nyanza.org) copied to [ads@ads-nyanza.org](mailto:ads@ads-nyanza.org)

Deadline for submission of expressions of interest is April 07th , 2025

END