

Advocacy 101: Advocacy Planning

Advocacy

- Raising Awareness
- Educating the Public
- Mobilizing Support
- Organize rallies & draft reports
- Focus on influencing public opinion and generating grassroots movements for policy reforms

Lobbying

- Direct interaction with legislative members
- Work to influence the impact of specific legislation
- Includes efforts by both corporations & advocacy groups
- Often provide information, data & expert testimony.
- Draft proposed legislation & testify at congressional hearings.

Who Advocates?

- Anyone in the public can!
- Efforts are typically led by special interest groups (i.e. ACLU, NAACP, AMA, etc.)
- Individuals can lead and coordinate grassroots efforts.



Key Steps for Effective Advocacy

- Identify your main policy reform or opportunity
- Determine your key demographics
- Outreach in the community and determine the best way to communicate information and what pre-existing knowledge they have on the subject
- Define measurable objectives for community engagement and what messaging should be utilized
- Plan for what resources will be necessary to complete advocacy activities and set a timeline for them
- Evaluate if advocacy objectives were met

*Sourced from the National Council for the Social Studies