



12 STEPS TO ADVOCACY

How to fight for issues you care about.

1

Present the argument for change.

Recognize the problem. Back up your case with data and illustrations. Be precise and direct!

2

Determine the Solution.

Create and explain the solution to the problem. Discuss the expected impact. Estimate the cost involved.

3

Establish a Support Base.

Engage early supporters. Involve them in crafting solutions. Identify potential advocates.

4

Seek Coalition Partners.

Identify other potential supporters. Look beyond the usual suspects and consider unconventional allies.

5

Consider the Opposition.

Identify adversaries. Be receptive to discussions. Address the reasons for opposition, if feasible.

6

Select the Appropriate Platform.

Can the issue be resolved through policy changes, or is regulatory or legislative action required? Start from step one.

7

Communicate Strategically.

Identify the target audience. Frame the message. Plan a communication strategy and adhere to it.

8

Mobilize Supporters.

Develop a quick response mechanism to keep supporters informed about the progress of the initiative, such as e-networks.

9

Incorporate Genuine Voices.

Involve those directly impacted by the issue, such as parents, children, and community programs, in advocacy efforts.

10

Remember Implementation.

Identify the necessary steps to implement the change. Include mechanisms to monitor the results.

11

Be Open to Compromise.

Consider the possibility of a partial solution. Ponder over good initial steps for future follow-up.

12

Express Gratitude to Supporters.

Acknowledge and thank your supporters at each stage of the campaign.