

BUILDING AN ADVOCACY STRATEGY: POINTS TO CONSIDER

1. Figure out your objectives.

- a. What do you want?
- b. What will actually solve the problem?
- c. What solutions are winnable?
- d. Are the problems and solutions compelling enough to get people interested?
- e. Are the problems and solutions manageable enough to keep people interested?
When the solution is too big, it seems unmanageable and unwinnable.

2. Decide on your audiences.

- a. Who can give it to you? Who has the authority to give you what you want?
- b. Who else do you need to impact to influence them?

3. Think about the message. What do your audiences need to hear?

- a. Why are you concerned about this issue now?
- b. Can you make an appeal on the merits of the issue?
- c. Can you make an appeal to the self-interest of your audiences?
- d. Is the information in a frame that your audiences can digest?
- e. What do you want them to do specifically?

4. Choose your messengers. Who do they need to hear the message from?

- a. People with personal experience?
- b. Recognized authorities on the issue?
- c. Others who are influential to your audiences?

5. Consider the delivery. How can you get them to best hear the message?

- a. Does your action require the least effort and confrontation, but still get the job done?
- b. Is direct communication the best – do you talk to them about it?
- c. Is indirect communication helpful – do you get others talking about it (media, others in the community)?