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)?