AT-A-GLANCE: ADVOCACY

What is Advocacy?

- Collective action in support of a cause or policy; constituents educating elected officials
- The power of collective voice: When we unite around a single cause, we amplify it

Key Ingredients for Effective Advocacy

☑ Being a constituent/bringing forward a local context
  Create a local connection to your cause and bring forward local information/data: Constituents are the eyes and ears on the ground “back home.”

  Remember: Even if you disagree on policy, legislators and their staff will always be respectful of their constituents *(with very rare exception)*!

☑ Presenting expertise or first-hand experience
  Lawmakers rely on experts to help them make informed decisions. Share your knowledge on the topic based on your experience and expertise.

☑ Crafting a compelling case
  - Illustrate the need
  - Build a sense of urgency
  - Tell a personal story that connects the issue to your district
  - Make the “ask”
  - Invite questions

☑ Creating relationships
  - Find ways to connect personally: It is possible that a lawmaker or staff is familiar with your school district/region and may even know you or people you work with!
  - Follow up with a thank you note and additional information
  - Continue to correspond periodically with relevant updates

Educate. Motivate. Advocate.