

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.