



Advocacy 101

Advocacy is **action!** It's speaking out to support a cause, policy or idea that you believe in. It's an agent for change.

Successful advocacy efforts are:

- persistent
- built on true, strong and accurate facts

All successful advocacy efforts demonstrate five key elements:

1. Identify the issue

- Keep it simple.
- Use plain language.
- Be passionate.

2. Know the four whos:

- who's involved
- who's affected
- who can help
- who could derail your efforts

3. Gather information:

- Collect the facts.
- Understand the decision-making process.
- Familiarize yourself with tools and resources.
- Identify any funding implications.

4. Develop a plan:

- what needs to be done
- what resources you need (human, financial, other)
- what's the timeframe

5. Involve others:

- Create a critical mass of voices.
- Collaborate and communicate.
- Share strengths.
- Take collective action.