

# 12 Steps to Advocacy



**1) Make the Case for Change.**

Identify the problem. Support your case with data and examples. Be clear and concise. Do not rely on anecdotes alone.

**2) Identify the Solution.** Develop and describe the solution to the problem. Discuss the anticipated impact. Estimate cost.

**3) Build a Base of Support.** Engage supporters early. Involve them in developing solutions. Identify potential champions.

**4) Find New Partners.** Identify other potential supporters. Go beyond the usual suspects and think creatively about unlikely allies.

**5) Consider the Opposition.** Identify opponents. Be open to discussion. Address the reasons for opposition, if possible.

**6) Choose the Right Forum.** Can the issue be resolved by a policy change or is a regulatory or legislative change needed? Start at step one.

**7) Communicate Strategically.**

Identify the audience. Frame the message. Plan a communications strategy and stick to it.

**8) Activate Supporters.** Develop quick response mechanism to inform supporters on progress of initiative, such as e-networks.

**9) Add Authentic Voices.** Include those directly affected by the issue – parents, children, community programs - in advocacy.

**10) Remember Implementation.** Identify steps needed to implement change. Include some mechanism to monitor results.

**11) Be Open to Compromise.** Consider whether a partial solution is possible. Think about good first steps for future follow up.

**12) Thank Your Supporters.** Acknowledge and thank your supporters at each step of the campaign.