

Planning Effective Advocacy Programs

A Synopsis of Some Key Points

I. Developing Leadership Programs

A. hook up with community leaders to learn how they think, act, and how they achieve their objectives.

1. attend community meetings to observe who the leaders are and how the process works and to speak up if you have something constructive to contribute.

2. volunteer to work on a committee.

3. go to media with a supporting or opposing point of view regarding a community issue and one of importance to your cause.

4. become thoroughly knowledgeable on one subject of community interest and offer this to a local committee.

5. apply for a job with a local leader.

6. join highly visible organization.

7. build local coalitions.

Leadership means knowing how to plan, recruit, motivate, coordinate, and follow-through.

A. Plan

1. select two or three goals

B. Recruit

1. take active role in selecting able people

C. Motivate

1. keep in contact with your key work people

D. Coordination and Follow-Through

1. Develop check points to measure success of program throughout the year

II. Operating Within a Group

A. people may have opposing viewpoints, open dialogue is necessary

1. listen
2. get agreement on group's task
3. restate ideas suggested
4. list ideas that have been agreed upon

B. problems or consequences

1. see that the group defines problem and sets limits within which it can work
2. list conditions to be changed
3. establish a goal
4. identify the best course of action to achieve goal with the designated target groups in mind

III. Increasing Local Visibility

A. face-to-face communication

B. public communication

C. organizational visibility

1. create a newsletter

- a. include: pending legislation affecting the group
- b. referral programs
- c. election of officers
- d. minutes of meetings
- e. employment opportunities
- f. new members
- g. priorities
- h. special announcements such as workshops or speakers
- i. organizational activities

D. Work with the media

1. news release

2. radio and television

a. ask for news director or the public service director

3. public service announcements

a. type only one announcement per page and double space

b. send copies of fact sheets as well

c. include all numbers where you may be contacted

E. Speaker's Bureau

1. people from all walks of life should be included

2. speaking engagements should be scheduled from political, legal, charitable, social, and other groups

a. they should hand out brochures

b. records of the speech including such items as where it occurred, the number attending, the group's social, and political and economic clout should be kept

3. can be promoted through newsletters, letters, news releases, telephone and public and private communication