ADVOCACY REFRESHER
What is advocacy?

The act of arguing for a cause; supporting or defending
• IS active promotion of a cause or principle.
• INVOLVES actions that lead to a selected goal.
• IS NOT direct service.
• DOES NOT necessarily involve confrontation or conflict (IMPORTANT)
Organizing?

• To arrange systematically for united action. Empower people to empower themselves. Challenge the balance of power (big fish vs. little fish)
How do youth fit in an organizing campaign?

• The importance of youth voice and leadership
• Youth adult partnership
• How a true partnership is different from other ineffective models.
• What does that look like (examples)/Do’s + don’ts
Guidelines for Advocates

• Identify an Issue
• Become an Expert on the Issue
• I.D. your strategy
  – Set Goals
  – Create a resources pool
  – Recruit Allies
  – I.D Targets
  – Use Tactics
  – Work the Media
  – Plan for success/Priorities/Delegation of responsibilities
Set Goals

1. Long-term objectives of your campaign.
2. State the intermediate goals for this issue campaign.
   – What constitutes victory?
   How will the campaign
   – Win concrete improvement in people's lives?
   – Give people a sense of their own power?
   – Alter the relations of power?
3. What short-term or partial victories can you win as steps toward your long term goal?
Create a Resources Pool

- $ is not the only resource
- Identify what talents and skills your team have
- What groups, businesses, or organizations can you reach out to for donations (space, training, or other items that can help your cause)
Recruit Allies

- I.D. groups that may be working on your issue, or something similar
- Recruit those harmed by the problem
- Recruit those who will benefit from the solution
- This is also the time to look at who will oppose you, why they will oppose you, how they will oppose you, and who will join them
Work the Media (Tactic)

• Letters to the Editor
• Hold press conferences
• Make appearances on radio and TV shows
• Circulate posters, flyers, and brochures
I.D. Targets

Primary
• Who has the power to give you what you want?
• What power do you have over them?

Secondary
• Who has power over the people with the power to give you what you want?
• What power do you have over them?

*A target is always a person. It is never an institution or elected body.*
Use Tactics

What are Tactics

• Media events
• Actions for information and demands
• Public hearings
• Strikes

Tactics must be

• In context.
• Flexible and creative.
• Directed at a specific target.
• Make sense to the membership.
• Be backed up by a specific form of power.
Community Events:

Community events are tactics

1. Types of community events
2. Planning, Structure, and Purpose
3. Promotion
4. Facilitation
5. Other outreach opportunities
Types of events

• Educational Meetings
  – Community Meetings
  – Movie Screenings
• Mass Demonstrations
• Accountability Sessions
Planning, Structure, and Purpose

• Getting a space in advance (Dip into your resource pool)
  – Libraries
  – Churches
  – Community Centers
  – Recreational centers
  – Schools
  – Other organizations with meeting space
  – Colleges

• Decide on a facilitator and finalize an agenda

• Create flyer and marketing strategy

• Set goals for the event
Planning, Structure, and Purpose cont.

• Problem
  – What is the issue/Purpose for the meeting

• Solution
  – What are you working to accomplish?
  – How will it resolve the issue?
  – Why do you need their help?

• Action
  – Something that they could do right now that helps work toward a goal
  – It has to be directed toward a target
  – Should give community members a sense of power

• Ask
  – Sign up
  – Follow up
Facilitation

• Keep it flowing as smoothly as possible
• Make sure attendees are participating
  – Don’t let someone dominate the conversation
• The Parking Lot is your best friend
Promotion

- Social Networking (Facebook + Twitter)
- Email blast
- Blogs, email groups, etc
- Street teaming
Other outreach opportunities

• Resource Fairs
• Farmers Markets
• Classrooms
• Community association Meeting
• Other events that tend to draw a more progressive crowd.
Recruiting 101 (How to maximize Results)

1. Who are you targeting?
2. What are you saying?
3. How are you saying it?
Who are you targeting?

YOU WANT THE YES!
Who would you be more inclined to say yes to?

1. Friends and family?
2. An organization you support or volunteered at?
3. An organization that was at an event about an issue you care about?
4. Complete stranger?
Who to target (To maximize results)

- **People you know who** care about you and the issue
  - They are VERY likely to help you if you ask them for help
  - Friends, Family, coworkers, neighbors, people you worship with

**People you don’t** know personally **who care** about the issue.
- Former volunteers
- People that already support your organization

**People you don’t** know are **likely to care** about the issue
- People who are a part of a progressive organization
- People that attend events that draw progressive crowds.

**People you don’t know**, and you don’t know if they care
- It is worthwhile to attend events where you will have large access to people, if you talk to enough people you will find supporters, it will just take longer
What are you saying?

YOU WANT THE YES!

How could you say no to someone who..

1. Respects your time
2. Makes sense
3. Has a plan
4. Isn’t asking you for much
What should you say? (To maximize results)

• **Introduction:** What you care about and why you’re calling/talking to them. *Don’t ask them if they have time – they will let you know.*

• **Problem:** Explain what you’re up against and why it’s hard. *Be concise and honest. Don’t use hyperbole. This is why you need their help.*

• **Solution:** Share the plan – a possible way to break through the challenge. *This should be short, concrete, and explain step-by-step how to help. This should illustrate hope, excitement and confidence*

• **Take Action:** Some concrete thing to do, task to complete, role to try out, etc. *Make your specific ask for help*
How are you saying it?

YOU WANT THE YES!

How could you say no to someone who..

1. Is confident
2. Sounds like they know what they are talking about
3. Is assertive but respectful
4. Likeable
How to say it. (To maximize results)

• NO APOLOGIZING!
• Don’t whisper
• Don’t yell
• Be natural (They are people just like you, be cool)
• USE STRONG LANGUAGE
• End on a down tone
weak Language

- Maybe
- Trying
- Asking
- Possibly
- OK
- We Understand
- Basically
- Hoping
- Probably
- Perhaps
- We Think
- Can’t/Won’t/Never
Strong Language

- Working
- Winning
- Our strongest supporters
- Pressuring
- Crucial
- Vital
- Fighting
- Demanding
- Can you match that
- Exactly
- Critical
- Urgent
- Necessary
FOLLOW UP

• Newsletters
• Email Blasts
• Postcards
• Phone banking
• Text Blasts
• Social media
Building Strong Relationships

• One on Ones
• Before One on Ones
• During One on Ones
  – Connection
  – Context
  – Choice
  – Commitment
  – Catapult
The End