

Advocacy Planning

Goal: Identify steps and strategies for effective advocacy to create meaningful change.

Instructions: Use the guiding questions below to start to build out your advocacy plan.

Component	Guiding Questions	Response
Goal	What concrete issue or problem are you trying to improve or change? Can you identify your most important goal?	
Stakeholders	What groups or individuals are currently most supportive of your position/request/goal? What key decision-makers would you like to have on your side? Why are your issues this important to them?	
Key Messages	What is the most important thing you want others to know? Your key message should be something easy to remember and understand. Simple is better.	
Talking Points	What data points and/or compelling stories/examples support your key message and goal?	

Audience/Targets	Who has the authority or influence to impact your goal/policy/request? Who do you need to convince? <i>(school board, city or county elected officials, state legislators)</i>	
Messengers	Who can share your message most effectively? Who does your audience/target listen to and trust?	
Communications	How will you share your message most strategically to your targets? (op-ed, letter to the editor, website, earned media, site or program visit, presentation, tv/radio)	
Responsibility	Who is responsible for designing and carrying out the plan?	