

# Putting Your Advocacy Efforts Into Action

## Self-Assessment

### 1. Understanding your organization.

*Organization:*

*Mission (why do you go to work in the morning?):*

*Vision (what is the future your organization strives to create?):*

### 2. Identifying your needs.

*Key strategic advantages (what makes your organization special?):*

*Key organizational hurdles (e.g. structure, capacity, etc.):*

*Key external hurdles (e.g. funding, visibility, etc.):*

### 3. Identifying advocacy opportunities.

*Existing efforts (what activity is already happening in this space?):*

*Decision-makers (who holds the keys to the castle?):*

### 4. Identifying allies and assessing potential partnerships.

*Inner-Circle (which organizations directly share your mission?):*

*Outer-Circle (which organizations would benefit from your success?):*

*Network (which organizations have access to key decision-makers?):*

# Putting Your Advocacy Efforts Into Action

## Action Planning

### 1. Prioritizing advocacy opportunities.

*Engaging in existing efforts (which existing efforts stand to have the best/quickest payoff?):*

*Building new efforts (what gaps exist in the existing advocacy landscape that can showcase your organization's unique expertise?)*

### 2. Enlisting allies and forging partnerships.

*How will you engage your natural allies?*

*How will you engage your unnatural allies?*

*What relationships will you need to have in place to effectuate your vision?*

*What existing coalitions/organizations share a common mission?*

### 3. Organization

*Does it make sense to form a more formal partnership or coalition? Ongoing? Campaign-related?*

*What data and/or evidence exists to define the problem?*

*What data and/or evidence supports your solution?*

*How can you more closely coordinate with said allies?*

#### **4. Creating effective advocacy materials.**

*Define the problem (what data defines the “problem?”):*

*Support your solution (what evidence supports your solution?):*

*Refine your “ask” (set a clear, achievable action item):*

#### **5. Cultivating champions.**

*Determine who the Champions are and what is the clout that they bring to the table.*

#### **6. Maximizing visibility.**

*What is your relationship with local media outlets?*

*What is your social media presence?*

*What are the available vehicles to communicate your message?*