

Elements of an Advocacy Campaign

Sarah Scheitler, Corridor Alliance Manager, Flint River Watershed Coalition

1. Identify a meaningful issue

- a. What is the problem or issues?
- b. What do you want?
- c. Why?

2. Learn all you can about the issue

- a. Why is this problem happening? What are possible causes?
- b. What current issues affect this problem? (laws, rules, too much or too little resources)
- c. What can be done to resolve this issue? What are possible solutions? What resources are needed?
- d. Identify key players
 - i. What other groups/people care about this issue? Is anyone else already working on it? Can we work together? Find strategic allies, recruit like-minded people to your cause.
 - ii. What groups may see differently from me on this issue? What power do they have? What allies do they have? What are their weaknesses/strengths?
 - iii. What organizations or people have the power to solve this issue or to impact my goal? (government, businesses, trade groups, neighborhoods, schools, parents, students, churches, etc.)
- e. What are my windows of opportunity? What events/times/situations would give me the best chance to have my issue heard and to have people care? (e.g.: clearing of snow from sidewalks not a good topic for summer advocacy campaign; Flint Water Crisis a huge window of opportunity for action on early childhood resources in Flint)

3. Set a clear goal and put together a plan to get there!

- a. Specific goal should be SMART
 - i. Specific
 - ii. Measurable
 - iii. Achievable
 - iv. Realistic
 - v. Timely
- b. Develop your strategy to get there

- i. Who is my audience? Who can actually get me to my goal?
- ii. What actions or tactics will fit best with my goal and audience?
 1. Public comments
 2. Face to Face Discussions
 3. Letter/Postcard writing
 4. Door to Door
 5. Marches/Parades
 6. Social Media
 7. Emails
 8. Art/Music/Poetry
 9. Protests
 10. Events/Parties
- iii. Put together a step-by-step action plan and timeline

4. Start implementing your action plan!

- a. Record successes, note actions that didn't go as planned
 - b. Evaluate why certain things succeeded, and why certain things didn't go well
 - c. Make changes in your plan going forward based on what you've learned
- 5. CELEBRATE SUCCESSES!** No matter how small. You need to keep your energy and commitment of your leaders and supporters up. Continuing to work on group building, relationship building, and self-care is very important.