

# Advocacy in Action

## Bring Community to Your Biggest Issues

### *Create Good 2023*

Advocacy is the manifestation of a movement to create positive change.

#### **Advocacy as Action:**

- Community – Who is taking action?
- Ask – What do you want them to do?
- Mobilization – How do they take action?

#### **Work With the Wonks:**

- Define talking points
- Pull out key terms, definitions, and data
- Reference your policy statements
- Review your Board's resolutions or guidance



#### **Action Tools:**

- Actions
  - Petitions
  - Contacting elected officials
  - Testimony
  - Lobby days/Organized events
- Reaching Supporters
  - Action alerts, social media, & emails
  - Phone banking
  - Text banking & messaging Apps
  - Personal touch & organizational networks
- Digital Action Platforms
  - EveryAction (part of Bonterra)
  - VoterVoice (part of FiscalNote)
  - Nation Builder

#### **Going Beyond:**

- Think about inclusive outreach and accessibility in advance
  - Language accessibility
  - Usability
  - Platforms
  - Places
- Resources:
  - [bolderadvocacy.org](http://bolderadvocacy.org) – Advocacy guidance for nonprofits and foundations
  - [standforyourmission.org](http://standforyourmission.org) – Framework for your Board to get on board
  - [socialchangemap.org](http://socialchangemap.org) – Framework for solidarity movements

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