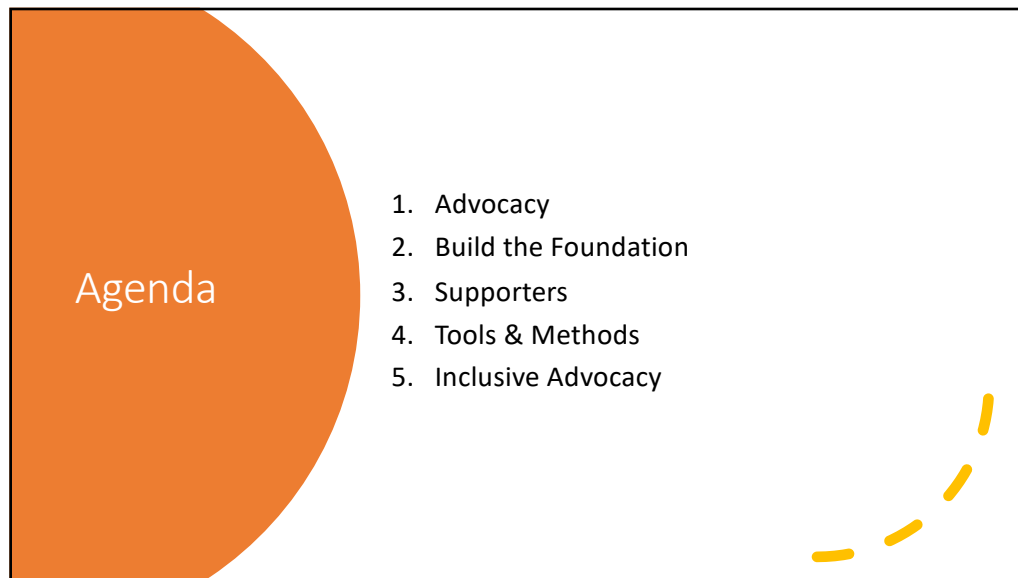




Advocacy in Action
Bring Community to
Your Biggest Issues

Navdeep Singh (he/him)
Novalux Solutions
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Create Good 2023

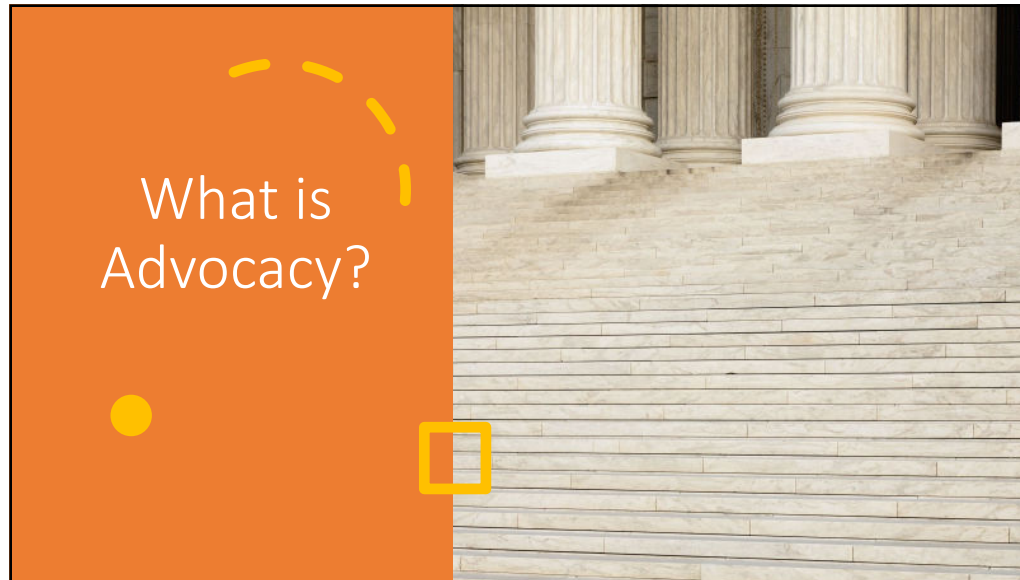
1



Agenda

1. Advocacy
2. Build the Foundation
3. Supporters
4. Tools & Methods
5. Inclusive Advocacy

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3


ad·vo·ca·cy

ad·vo·ca·cy
'advəkəsē/
Noun
Public support for or recommendation of a particular cause or policy.

4

Advocacy


is the manifestation of a movement to create positive change.



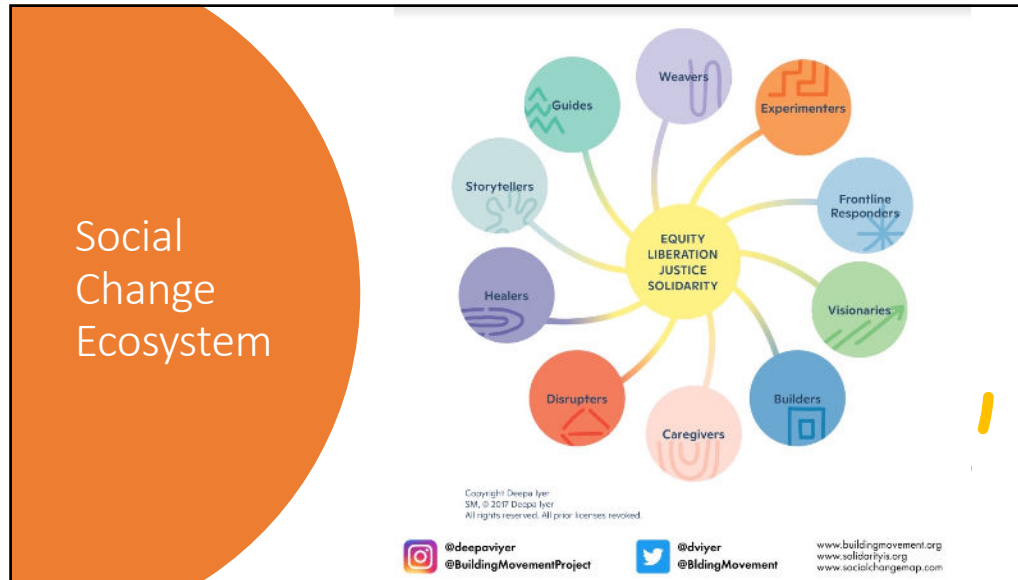
Selma Movement Marchers (March 25, 1965) via NBCNews

5

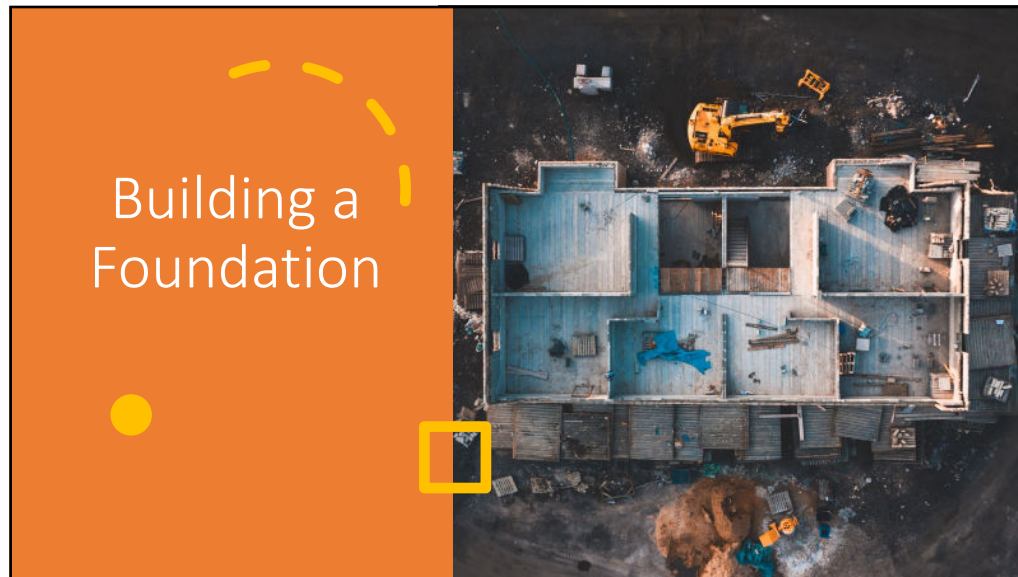
Where Do I Fit In?



6



7



8

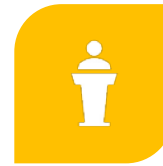
Advocacy as Action



WHO?
COMMUNITY



HOW?
MOBILIZATION



WHAT?
ASK

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Is Your Team In Sync?



GUARDRAILS



PRECEDENT




AGREEMENT

10



Defining the Ask

- Who are you asking to take action?
- What is the message? Why?
- What action do you want people to take?
- How do they take that action?
- What do you want them to do after they take action?



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Who



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Supporter Journey



AWARENESS



SIGN



SHARE



ENGAGE



SPEAK UP

13

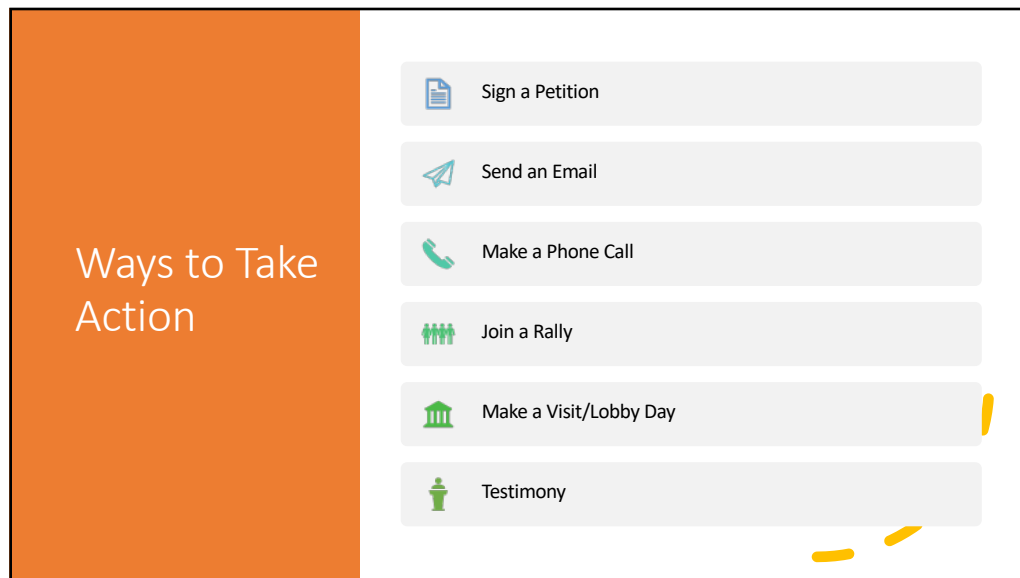
How do you use other supporters to inspire more action?



14




15



16

Ways to Reach Your Audience


- Online
 - Action Alerts (Emails)
 - Social Media
 - Digital Toolkits
- Offline
 - Phone Banking
 - Text Banking
 - Messaging Apps
- Personal
 - Mailers
 - Field/Volunteer Network



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Making It Easy

- Digital petitions
- Elected official targeting
 - Email targeting
 - Click to call
 - Social media
- Government Agency comments
 - Templates
 - Pre-filled submission portals
- Toolkits



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Multicultural Advocacy

- Create Access
- Cultural Humility
- Translation vs. Interpretation
 - Meaningful understanding and access

20

No.



ਜੀਵਤ-ਰਿਹਣ ਦੇਸ਼ ਦੀਆਂ ਆਮ ਨਿਸ਼ਾਨੀਆਂ

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Consider The Network

- Platforms?
 - WhatsApp
 - WeChat
- What media do people consume?
- Where do people meet?
 - Houses of worship
 - Cultural centers
- Trusted messengers?

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