

Advocacy Tactics

Power Mapping

Identify Advocacy Targets

1. Who are the specific individuals who hold the power to make change on your issue
2. Who are the people supportive of your vision and objectives
3. Who are the people who influence the specific individuals who hold power

Power Map

Support

Influence

Coalition Building

A team is better than one person



Tactics

How to get your message to decision makers?

What is the best way to share your emotion and request?

Being the Messenger

- How to be an effective messenger.
- Bear in mind that you may not always be the best messenger - be prepared to train others to be messengers on your issue

Advocacy Teamwork

Who are the Best Messengers?

Presentation as part of a coordinated team is *vastly* more effective than individuals acting alone

Team Advocacy Structure

Typically start with one speaking outlining the logical arguments and recommendations

- Critical Thinking approach (*Logos*, or Head)

- Follow with emotional stories (*Pathos*, or Heart)

- Emphasis might be "Self" or "Us"

- Last speaker emphasizes "Now"

- Action request (Hands)

Options for Advocacy Delivery

- Speech
- Email
- Web Post
- Video
- Petition
- Facebook groups/posts