

Steps in Effective Advocacy Checklist

1. Identify your issue: What's the problem?
2. Define and clarify your goal: What do you want the policymaker to do to solve the problem?
3. Know your audience: Who has the authority to accomplish your goal?
4. Learn the process: What are the opportunities to accomplish your goal?
5. Find your allies: Who shares your goal, and who can help you accomplish your goal? Identify Champion and Build Coalition!
6. Develop your message: What argument will resonate with your decisionmaker?
7. Advance your message: What are the opportunities to interact and communicate with your decisionmaker?
8. Prepare written materials: What written resources will be helpful to your decisionmaker?
9. Advocate! Execute your strategy through written and oral communication
10. Follow up to maintain contact and build the relationship