

9 Steps to

# Effective Advocacy

Planning for Success



## WHO?

You can be an advocate! If you are passionate about MACA's vision - a state where all people & communities thrive - get involved!



## WHY?

Sometimes, passion alone is not enough. Advocacy involves getting powerful individuals or organizations to make big changes that may not be in their short-term interest.

Planning will help you:

- + Clarify goals
- + Make active strategies to achieve goals
- + Increase your chance of success



## WHEN?

Complete a plan **BEFORE** you start advocating, because, each part of the plan can affect the others.

Plan your goals, and be open to changing tactics to achieve those goals. When you plan everything together you can both build support and make adjustments as you go.

# So we've covered the



Who?



Why?



When?

# Now, HOW?

## 9 Steps for Success

1

### Identify & Define Your Issues

Write a short statement of your problem. This will help you focus your plan.

3

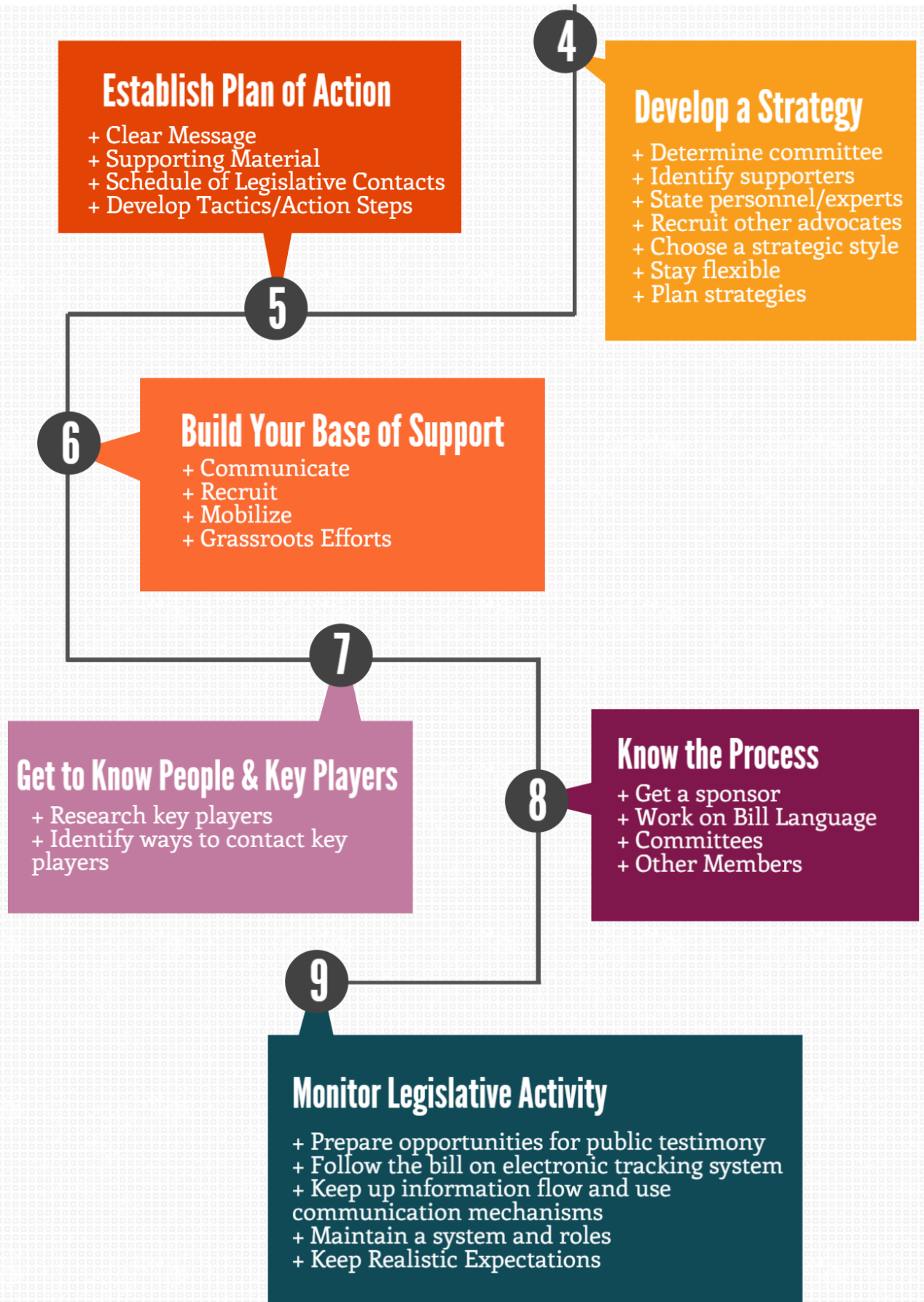
### Research the Issue

- + Facts & Figures
- + Resources & Assets
- + Community Support
- + Summarize your Research
  - Define the Problem
  - Define the Solution
  - Expected results

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### Prioritize Your Goals

- What needs to change in order to affect the issue?  
Brainstorm any norms, policies, procedures and/or laws that need to change.
- What are your:
- + Long-term goals
  - + Intermediate goals
  - + Short-term goals



Remember to:

**Write It Down & Be Tenacious**



**Together, we can make a difference.**

**Join MACA's vision: A state where all people and communities thrive.**