



# Advocacy 101

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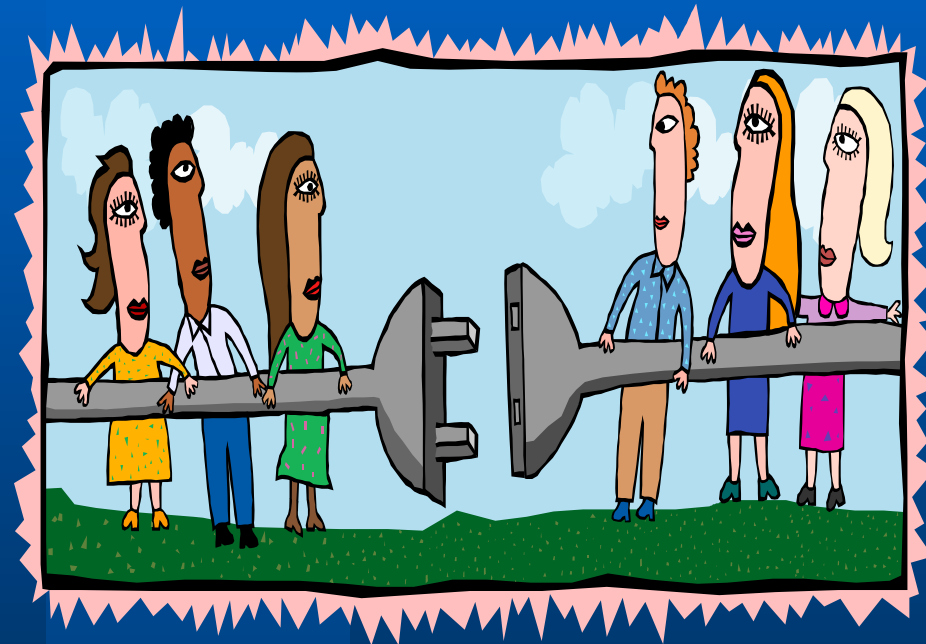
***OFFICE OF INTERGOVERNMENTAL  
AFFAIRS, GRANTS ADMINISTRATION  
AND  
COMMUNITY ENGAGEMENT***

# What is Advocacy?



- **Speaking, writing, or acting in support of a cause**
- **Using a variety of organized tactics to achieve a public policy goal**
- **Demanding a change to benefit the lives of many**

# Advocacy:



- Asks something of others
- Puts the demands of people into systems
- Deals with issues and conflicts
- Involves people
- Creates a space for public discussion
- Finds solutions to problems

# Why do people get involved?

- **Belief that the issue is important to them and their family**
- **You have something to contribute**
- **Belief that you will be listened to and your contributions respected**
- **You believe that your participation will make a difference**



# The Three “A’s” of Advocacy

- **Awareness**

- Your own, friends, family, colleagues, legislators.

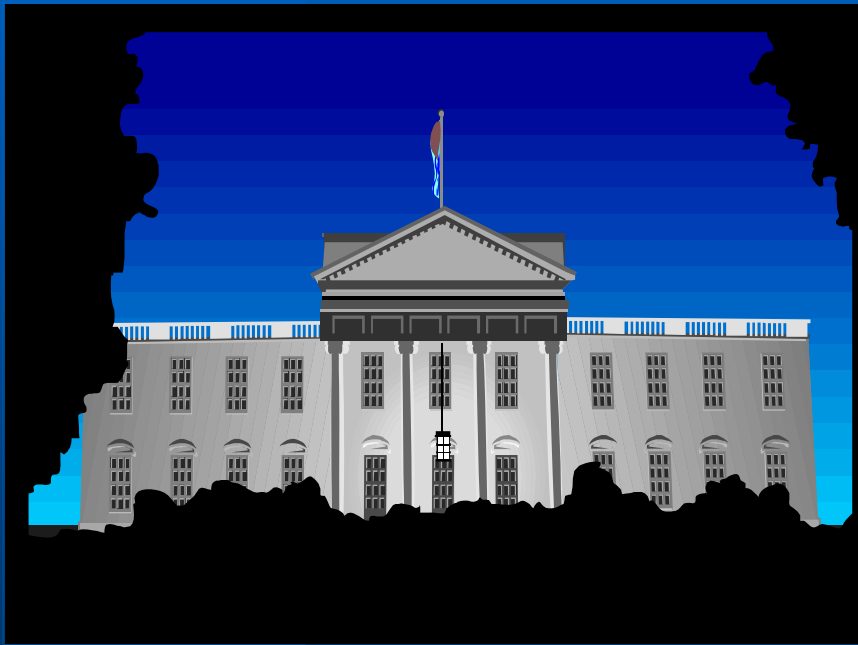
- **Advancement**

- By getting involved, you can help advance a movement or effect a policy change.

- **Action**

- Make contacts, write letters, call or visit your elected officials, support an organization.

# Focus for Advocacy- Who?



- **Governmental Entity**
  - County Government
  - Municipal Government
  - School Board
  - Florida Legislature
- **The Executive Office of Government**
  - Governor
  - Members of the Cabinet
- **Regulatory Agencies**
- **The Judiciary**
- **Business Organizations**
- **Non-for Profit Organizations**
- **Civic Organizations**

# Advocacy Planning-What?

- **What do you want?**
  - Process goals
  - Content goals
- **Who can deliver it?**
  - Formal authority
  - Influence
- **What message(s) do they need to hear?**
  - Organizational
  - Public interest
  - Self-interest

# Advocacy Planning

- **Who do they need to hear it from?**
  - Group Leadership
  - Group Stakeholders
  - Expert voices
  - Authentic voices
- **How do we get them to hear it?**
  - Persuasion
  - Pressure



# Be Well Informed...

## Information and Research

- **Know the most about your issue**
- **Find as many sources of information as possible**
- **Research arguments for and against**
- **Know who supports and who opposes**
- **Research surveys and opinion polls on issue**

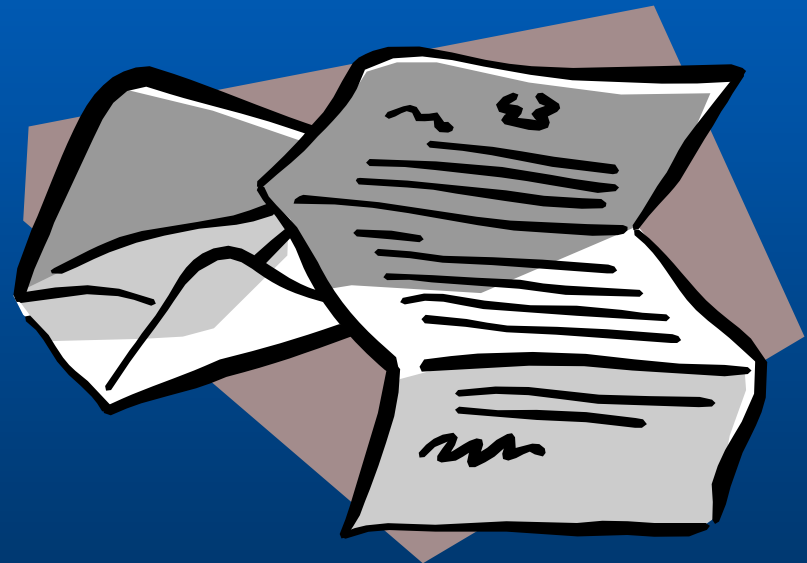
# Identify Opportunities to Participate in Advocacy

- Attend as many meetings to get our the word about your issue or cause
- Educate policymakers about your issues (at public hearing, meeting with monitors, at their school or district forum, etc.)



# Participation Opportunities

- **Share their stories in writing through:**
  - Letter to the state
  - Letter to the editor
  - Letter to the monitors
  - Letter to an advocate with permission to disclose
  - Reach out to other community stakeholders groups to encourage their participation



# Why Should WE Be Advocates?

- Children can't advocate for themselves
- We have a unique position to see problems and understand their implications
- The problems matter

# Understand The Legislative “Process” and How It Affects Your Issue or Your Cause

- The Legislative Process *is Slooooooow* ...
- Varies for different Legislative bodies
- Know when your voice will be heard
  - Proposal of a bill
  - Public Hearings on the issue
  - Lobbying individual legislators
- And Intervene!

# Action Steps for Advocacy

- Engage in:
  - Letter writing campaign,
  - Petition signing, or
  - Invite policy makers to an upcoming meeting where your group will be conducting an advocacy activity

# How to Make a Difference



- **VOTE! Participate in all local, state and federal elections!**
- **Find out who your Legislators are.**
- **Call them in support/against a bill.**
- **Write a Letter to the Editor**
- **Write an Op-Ed**
- **Visit the State Legislature / Congress**
- **Participate in “Call to Action”- Pariticipate in Phone Banking to get our your mesage**

# Next Steps to Your Begin Advocacy

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- **Identify an issue or a cause for which you would like to be an advocate for.**
- **Become an Advocate!**



# Advocacy



**“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”**

***Margaret Mead***

# Questions?

