



“Get in the Game”

or

How to become a practicing advocate

Press your spacebar to start



*Anyone can become an advocate.
You just have to want to.*



How to use this presentation

This Powerpoint Presentation is a self-directing guide to learning how to advocate, whether you are a beginning advocate, or an experienced veteran.

There are three training modules in this presentation guide. You will be able to branch from one module to the other as you complete each one. Click on the image of the slide to zoom to it.

Some information is given in the format of a question and answer type or simply in the form of a list below a title or an opening statement.

To review the answers, press the space bar. The answers will appear one after the other with each press of the space bar.

When you get to the end of a module, you will be able to link to the splash page of the next module where you will see a description of what is in the module and a link to start the training.

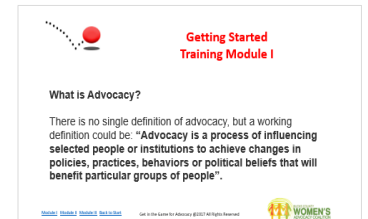


Getting Started

Intro to Training Module I

If you are **new to advocacy**, Training Module I: [hit space bar to view more....]

- provides a basic understanding of advocacy;
- defines what advocacy means;
- identifies why advocacy is important;
- states how advocacy can affect you;
- gives some examples of simple but effective advocacy.
- [hit space bar to continue to next slide, Module II intro] or [Start Training Module I](#)





Taking it to the Next Level Intro to Training Module II

If you have been exposed to advocacy but haven't yet practiced it, Training Module II: [hit space bar to view more...]

- defines “success” in terms of advocacy;
- provides insights on the essentials of successful advocacy;
- suggests informal ways in which to raise issues to create awareness;
- suggests ways to find your own advocacy community;
- reviews tools that you can use;
- provides templates for taking action.
- [hit space bar to continue to next slide, Module III intro] or [Start Training Module II](#)





Strategic Advocacy

Intro to Training Module III

If you have been an advocate for a while and would like to become more knowledgeable about issue-focused advocacy,

Training Module III: [hit space bar to view more....]

- breaks down the advocacy planning process;
- reviews some common mistakes;
- provides examples of the advocacy planning process.
- [hit space bar to go to next slide, Module I training] or [Start Training Module III](#)





Getting Started Training Module I

What is Advocacy?

There is no single definition of advocacy, but a working definition could be: **“Advocacy is a process of influencing selected people or institutions to achieve changes in policies, practices, behaviors or political beliefs that will benefit particular groups of people”.**



Getting Started – Training Module I

What is Advocacy?

- Advocacy is a **process** because it involves a series of inter-related steps that take you from the identification of an issue, to the satisfactory resolution of that issue. It is a process that can take time and patience but is usually well worth the effort.
- Advocacy is a process of influencing law-makers and representatives of public institutions and businesses who are in a position to resolve a particular issue.
- Advocacy's **goal** is to bring about changes in laws or regulations, public behavior and political perspectives concerning your advocacy issue.
- Advocacy **benefits** all people: the marginalized and the mainstream.



Getting Started – Training Module I

When should you advocate?

We should advocate when we **see a gap** between societal ideals and realities.

We should advocate so that the most vulnerable among us can **equally share** in a hopeful vision for the future.

Advocacy is not about pitting the poor against the rich; it's not about taking away from one group to give to the other; it's about **creating a fair society**;

It's about evening out the playing field between society's dominant groups and all its subordinate groups.



Getting Started – Training Module I

When should you advocate? [cont'd]

All international human rights and rights-based laws which were not in existence before the 19th century have been written and recognized as a result of advocacy by hundreds of NGOs from around the world. When women's groups insisted that businesses in America make sexual harassment on the job grounds for termination of employment, there was a marked change in the behaviors of male managers towards their female subordinates and counterparts. Training has helped these officers develop more effective methods in forensic observation and in ultimately keeping victims safe.



Getting Started – Training Module I

Who can advocate?

You can! Anyone can.

Advocacy is about caring enough about social, economic and political issues that have the potential to either negate or affirm human rights and gender equality.

The practice of Advocacy is easily learnt.



Getting Started – Training Module I

What can you advocate for?

You can advocate for any or all socio-economic and political issues that impact you personally and/or professionally.

You can also advocate for domestic and global issues that may not impact you but may touch your heart. Your advocacy may target your state government, the US government, The United Nations, other multi-lateral institutions like the World Bank and on occasion the governments of other countries.



Getting Started – Training Module I

When can you advocate?

You can advocate year-round but there is a greater probability of success if you advocate along with other individuals and groups as this creates a unified request with greater impact on law and policy-makers.

We usually send email alerts with instructions for action to our members when US law-makers are considering a bill that is relevant to our priorities.



Getting Started – Training Module I

When can you advocate? [cont'd]

Advocacy on behalf of women and girls is stronger, more coordinated, and strategic when allied groups and individuals work together and they are therefore more able to attain and sustain the necessary resources and changes for Bucks County.

In fact, we would like you to join BCWAC in advocating for our shared principles (www.bcwac.org). If there are other issues that are close to your heart, you can also advocate for them as an individual or in collaboration with other organizations.



Getting Started – Training Module I

Why would you advocate?

Advocacy has become a key word in education and the workplace. Advocates help law and policy makers see issues from a different perspective. They are the vanguards of knowledge about the driving and frustrating forces that impact issues, skip the negotiations and space for dialogue and discussion with the law makers and get it passed. When they begin to think more strategically, all knowledge and skills translate into valuable personal and professional growth.


Taking it to the Next Level
Intro to Training Module II

If you have been exposed to advocacy but haven't yet practiced it, Training Module II: [click here to take Module II](#)

- defines "success" in terms of advocacy;
- provides insights on the essentials of successful advocacy;
- suggests informal ways in which to raise issues to create awareness;
- suggests ways to find your own advocacy community;
- reviews tools that you can use;
- provides templates for taking action.

[hit space bar to continue to next slide, Module III intro] or [Back to Training Module I](#)

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End of Training Module I



[Go to Intro to Training Module II](#)





Taking it to the next level Training Module II

Knowledge and communication are the keys to successful advocacy.

Become familiar with the cold, hard facts of the issue in question; then write and talk about it in clear objective terms. When you do this, people will be automatically drawn to the issue and become organized around it. We can teach you to think and write with clarity. In the meanwhile, you may want to look at our resource library for information on a range of issues.



Taking it to the next level Training Module II

Knowledge and communication are the keys to successful advocacy.

BCWAC Information & Resources

<http://www.bcwac.org/resources/your-vote-is-your-voice>

<http://www.bcwac.org/blog/>

<http://www.bcwac.org/resources/legislative-updates/>



Taking it to the next level

Training Module II

What tools should I use?

There is a profusion of advocacy tools you can use. The important thing is to **know your audience** and use the most appropriate tools.

Also, you must be **comfortable with the tool** that you have chosen to use. Online tools and social media include Facebook, Twitter, Pinterest and Instagram. You can also choose to blog using one of many available blogging platforms.



Taking it to the next level

Training Module II

What tools should I use?

Also remember **that e-mailing and letter-writing** campaigns are still relevant and effective. So do include them in your toolset.

From time to time, we also post **issue-specific toolkits**. You can use these as they appear or you can adapt the templates to suit your issues and needs. Typically toolkits include context for the issue.



Taking it to the next level

Training Module II

What tools should I use?

Toolkit contents can include:

- frequently asked questions;
- how to take action;
- sample editorial opinion/online actions such as e-mails, social media;
- tips on how to call your elected official;
- sample letters;
- sample blog posts;
- sample letter to the editor;



Taking it to the next level

Training Module II

What tools should I use?

Available BCWAC Toolkits

“Your Vote is Your Voice”

<http://www.bcwac.org/resources/your-vote-is-your-voice/>



Taking it to the next level

Training Module II

Is there a certain advocacy language?

Yes, there is a certain vocabulary as well as many, many abbreviations and acronyms that you will want to become familiar with.

However, when you speak or write about issues, your focus should be on clarity rather than on jargon.

You will be most effective when you are completely yourself.



Taking it to the next level Training Module II

How can I find people who are interested in the same issues I'm interested in?

You can find like-minded, socially conscious individuals within the BCWAC partnership. You can become an organization partner or an individual partner, participate in our committees and work on an issue of interest.



Taking it to the next level

Training Module II

BCWAC Partnership categories include:

- Caregiving Initiative
- Cliff Effect Initiative
- Communications Committee
- Finance Committee
- Health Care Committee
- Housing
- Legislative
- Leadership and Governance
- Jobs and Education
- Relationship Development
- Transportation



Taking it to the next level

Training Module II

How do I start?

Become very familiar with the issue.

Jot down some salient points that you know are important.

Start with a small circle of friends and family. Make sure that you tell them in advance that you will be raising this issue with them – no one likes to be blindsided.



Taking it to the next level

Training Module II

How do I start?

Start by asking them what they already know about the issue so that you aren't being repetitious. Start a conversation:

- Talk about the issue and how it may impact your audience.
- Tell them how it is impacting you.
- Address misconceptions.
- Suggest ways in which they can become involved.

Once you are comfortable with your approach, try a bigger audience.



Taking it to the next level

Training Module II

When can I expect results?

It is important to understand that advocacy by its very nature is a long-term commitment, particularly when it comes to issues that have multiple aspects to them and impact many parties.



Taking it to the next level

Training Module II

When can I expect results?

Advocacy is political but it is not necessarily adversarial. It is about finding common ground between advocates of people affected by the issue and their detractors. So, it is fraught with compromise, postponement and new beginnings. Contrary to popular belief this is a good thing because revisiting the issue and revisions in language and behaviors frequently make for a stronger and precise strategy.

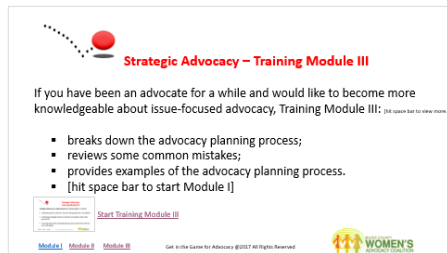


Taking it to the next level

Training Module II

When can I expect results?

Remember that you are already successful when you take the first few steps in becoming engaged with an issue.




Strategic Advocacy – Training Module III

If you have been an advocate for a while and would like to become more knowledgeable about issue-focused advocacy, Training Module III. [hit space bar to view next...]

- breaks down the advocacy planning process;
- reviews some common mistakes;
- provides examples of the advocacy planning process.
- [hit space bar to start Module I]

Start Training Module III

Module I | Module II | Module III | Get in the Game for Advocacy ©2017 All Rights Reserved



End of Training Module II



[Go to Intro to Training Module III](#)



Strategic Advocacy Training Module III

Strategic Advocacy is a planned process, not an event. It is about:

- achieving specific outcomes, not just raising awareness of problems;
- developing strategies based on research and analysis rather than guesswork;
- choosing approaches and deploying resources where they will have the most impact



Strategic Advocacy Training Module III

Planning is important because it helps you to:

- head in the right direction;
- break down your goals into manageable pieces or stepping stones;
- use the right tools;
- use scarce resources wisely by making strategic choices;
- make sure activities reinforce rather than undermine each other;
- get the timing right;
- start preparing early enough and become prepared to counter opposition.



Strategic Advocacy Training Module III

Simply put, the process is about:

- knowing what is wrong;
- identifying the problem you want to tackle and therefore which issue you want to work on;
- knowing what you would like to see as the solution to the problem;
- knowing what must change;
- knowing what you will ask for and the least that you will be satisfied with;
- recognizing who has the power to achieve change;
- recognizing who will help or hinder this process;
- identifying which resources will be needed;
- and understanding how those with the power to make changes will be influenced.



Strategic Advocacy Training Module III

What are some common mistakes in the practice of Strategic Advocacy?

- Unclear aims and objectives
- Activity planning without a strategy leading to untargeted actions, wasted effort and ultimately reduced impact
- Action plans that run to an internal timetable, rather than being determined by external events and opportunities
- Asking decision makers to do something which is not in their power
- Getting the timing wrong and trying to influence a process when key decisions have already been made
- Messages that don't get noticed and move people or fail to include a call to action



Strategic Advocacy Training Module III

What are some common mistakes in the practice of Strategic Advocacy? (cont'd)

- Not having a clearly defined 'ask'
- Use the wrong tools
- Scarce resources used unwisely
- Activities that run at cross purposes
- Inability to counter opposition



Strategic Advocacy Training Module III

The planning process is comprised of the following elements:

- Identify the issue
- Research the current status of the issue
- Review the law regarding the issue
- Identify the change that needs to be made
- Research socio-economic and political conditions that are causing or exacerbating the issue



Strategic Advocacy Training Module III

The planning process is comprised of the following elements: (cont'd)

- Identify allies – other organizations that are working on the same issue and have a similar goal e.g. NGOs, community-based organizations, agencies
- Develop working partnerships with allies identified
- Develop recommendations
- Develop your message



Strategic Advocacy Training Module III

The planning process is comprised of the following elements: (cont'd)

- Identify institutions and people that you will focus your advocacy efforts towards
- Identify advocacy tools e.g. position papers, press release, social media
- Train members of your organization to deploy advocacy tools
- Monitor the progress of your advocacy and evaluate results to make necessary adjustments and changes



Strategic Advocacy Training Module III

Example Issue

Issue: Drop-out rates for high school girls in X School District in New York State

Current status: over 50% of girls do not graduate high school; some concern among parents & teachers; no foreseen positive changes in the near future

Goal: To have 100% of high school girl seniors graduate



Strategic Advocacy Training Module III

Example: (con'td)

Review of Law: requires all children attend school; minimum teaching standards; no mandatory requirements of schools to provide on-site remedial teaching, parts of the law discourage innovation

School Policy Review: encourage at risk students to attend vocational schools to pre-empt dropping out



Strategic Advocacy Training Module III

Example: (con'td)

Socio-economic, political impacts on issue: Student backgrounds, school policies, other environmental factors

Identify allies: schools, local businesses, community centers, NGOs, affinity groups



Strategic Advocacy Training Module III

Example: (con'td)

Develop recommendations: (Based on socio-economic and political findings)

Identify at-risk students

Engage parents

Community mechanisms for support

Review curriculum (including conditions for school funding)

Teacher training & evaluation

Daily living support for students



Strategic Advocacy Training Module III

Example: (con'td)

Develop message: “Children are the future of our community. Girls have a right to quality secondary education. We want you to support our efforts in X district to attain a 100% graduation rate every year. Tell your elected state officials to fund schools for student success”.

Identify focal points: State Education Department, state senator and senate, advisory committees, organize locally



Strategic Advocacy Training Module III

Example: (con'td)

Identify advocacy tools: should be effective for focal points; emails, social media, print media including articles, editorials, open letters, telephone calls, face to face meetings, town meetings, position papers

Train members: become thoroughly knowledgeable, use of multi-media advocacy, stay on point, optimal use of time, be effective, think on their feet, evaluate themselves.



Strategic Advocacy Training Module III

Example: (con'td)

Evaluate plan and its implementation: Base evaluation on modifications, recommendations, tools, timeline, allies, resources, re-organization.

End of Training Module III





Strategic Advocacy Training Module III

Now that you are a practicing advocate, take the ball and toss it to someone else.

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