

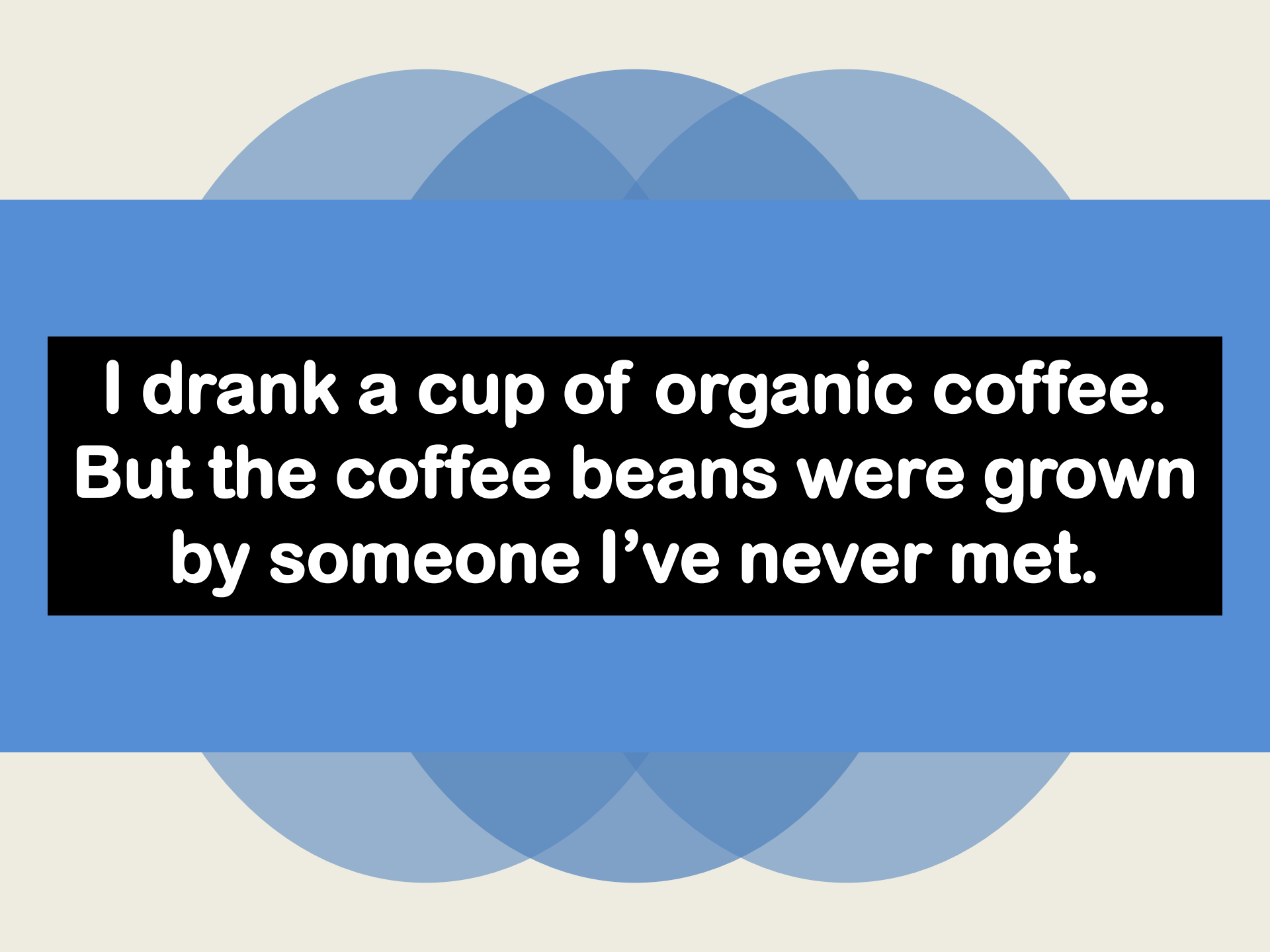
**Advocacy Skills
that Work:
You CAN Make
a Difference**

Cynthia Thomas
Agency Specialist & Trainer
All in the Family, LLC

**We live in a
world FULL of
anticipated
promises.**

The background features three overlapping circles in a medium blue color, arranged horizontally. The circles overlap in the center, creating a darker blue area. The entire scene is set against a dark gray background.

**This morning I woke up in a bed
the hotel said would give me a
great night's sleep.**



**I drank a cup of organic coffee.
But the coffee beans were grown
by someone I've never met.**



**I drove here in a vehicle with a
promised safety rating that I have
no way of personally verifying.**



**My friend left her children with a
teacher whose qualifications
she has never seen.**

**Do these
'anticipated
promises'
give us absolute
guarantees?**

**No, of
course not.**



**What an anticipated promise
does is typically one—or
more—of the following:**



CREATES AN ASSURANCE:

**This bed will give you a
great night's sleep.**





REGULATES AND DIRECTS BEHAVIOR:

**I didn't question whether my
coffee was organic.**



REDUCES UNCERTAINTY:

**The school district hired the teacher.
They must know what experience she has
working with children with ASD.**



BUILDS TRUST:

This vehicle has a high safety rating from “somebody” qualified to give it.

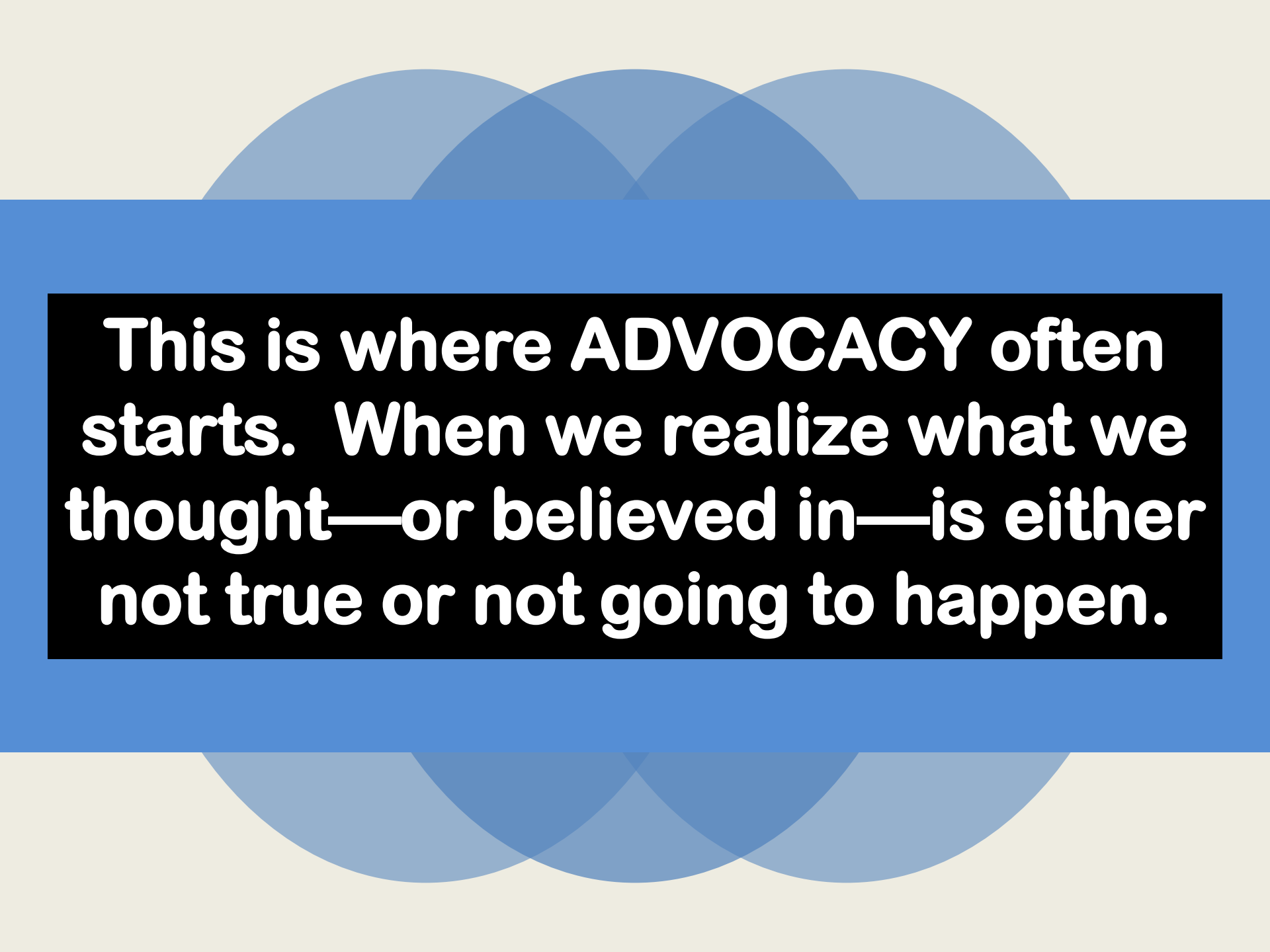
**Are these
'anticipated
promises'
always
authentic?**

**No, of
course not.**

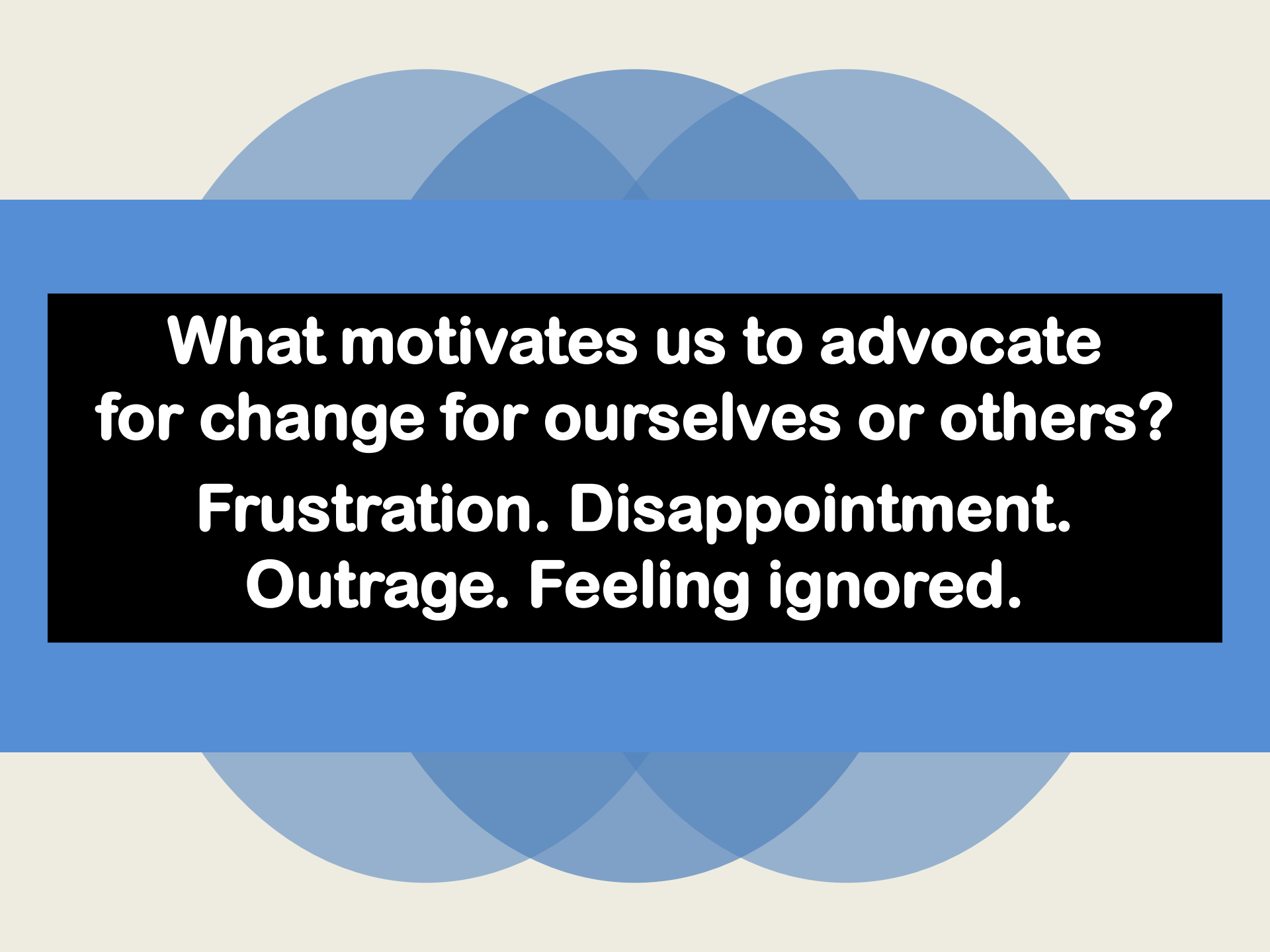
A product, business, or school district is considered “authentic” when what they deliver is in alignment with what they promise.



What happens when we realize some anticipated promises are not true?



This is where **ADVOCACY often starts. When we realize what we thought—or believed in—is either not true or not going to happen.**



**What motivates us to advocate
for change for ourselves or others?
Frustration. Disappointment.
Outrage. Feeling ignored.**

The background features a light beige color with three overlapping blue circles at the top and bottom. A solid blue horizontal band runs across the middle of the image. Centered within this band is a black rectangular box containing white text.

**We need to transform those
feelings into
something beneficial.**



HOW?

We develop a plan.

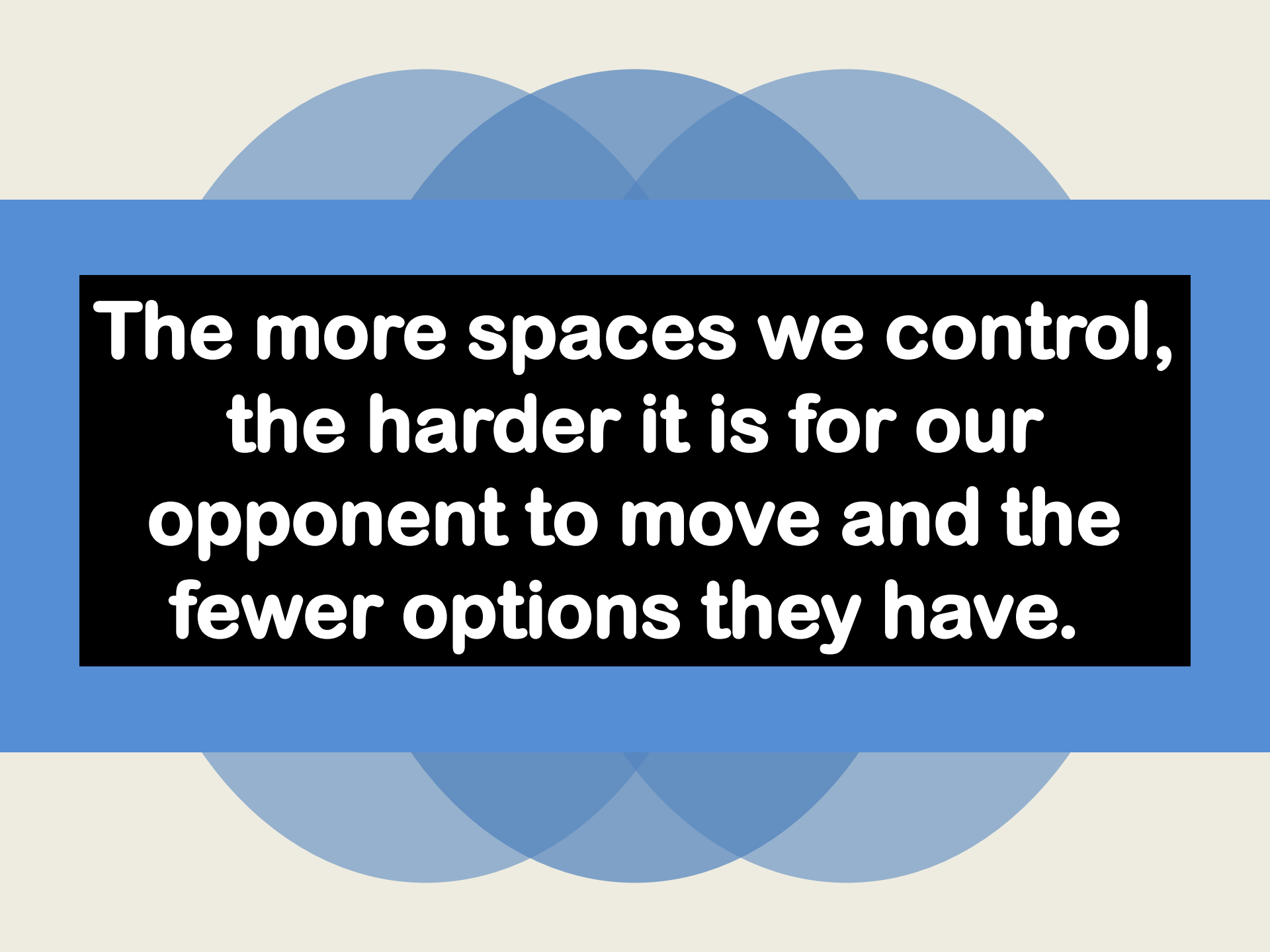
**In chess,
our goal is
to win the
game.**



One of the best ways to win at chess is by achieving POSITIONAL ADVANTAGE.

This means our pieces are in control of more spaces of the board than our opponent's.

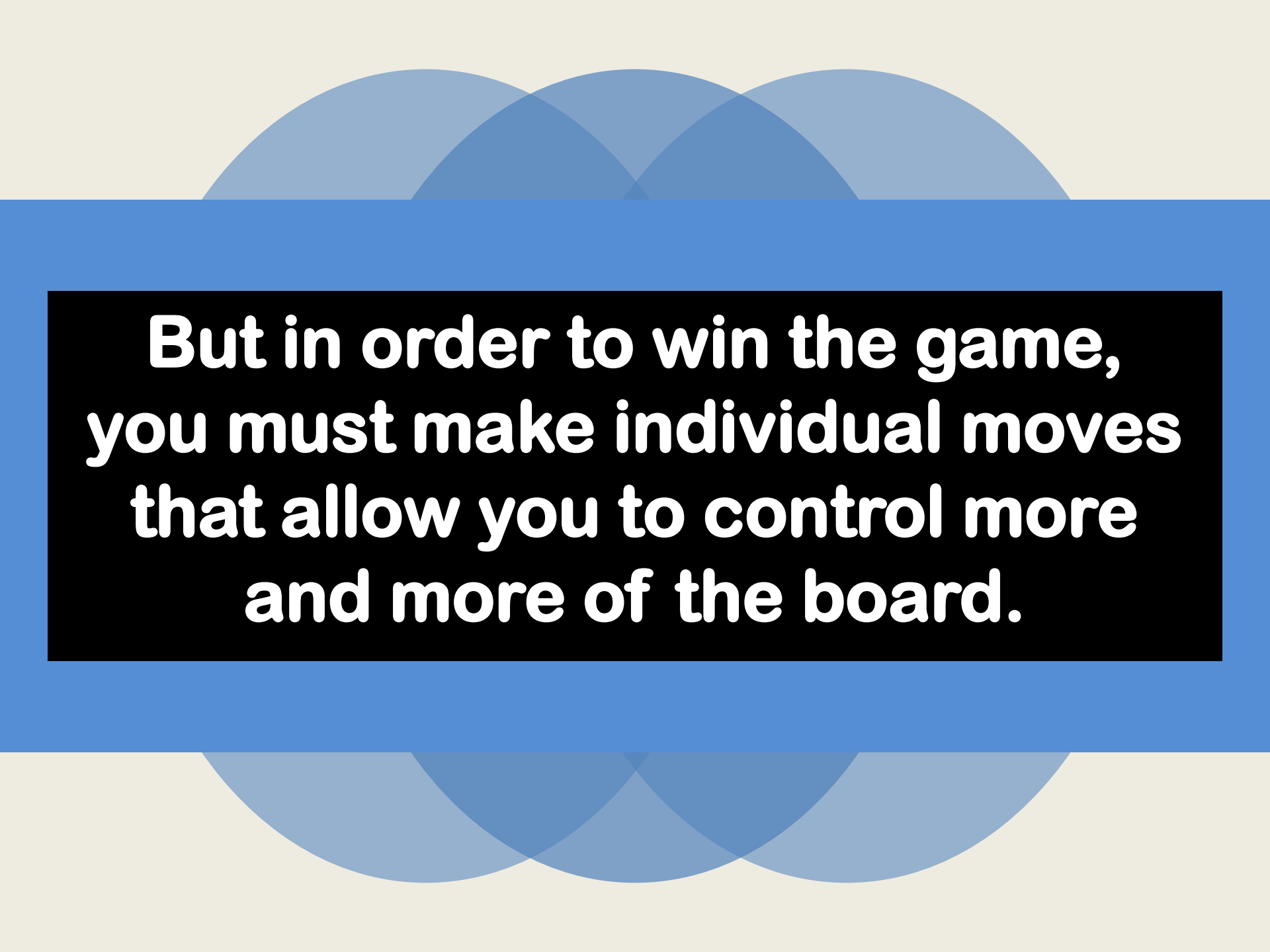


The background features a light beige color with three overlapping blue circles at the top and bottom. A solid blue horizontal bar spans the width of the image, containing a black rectangular box with white text.

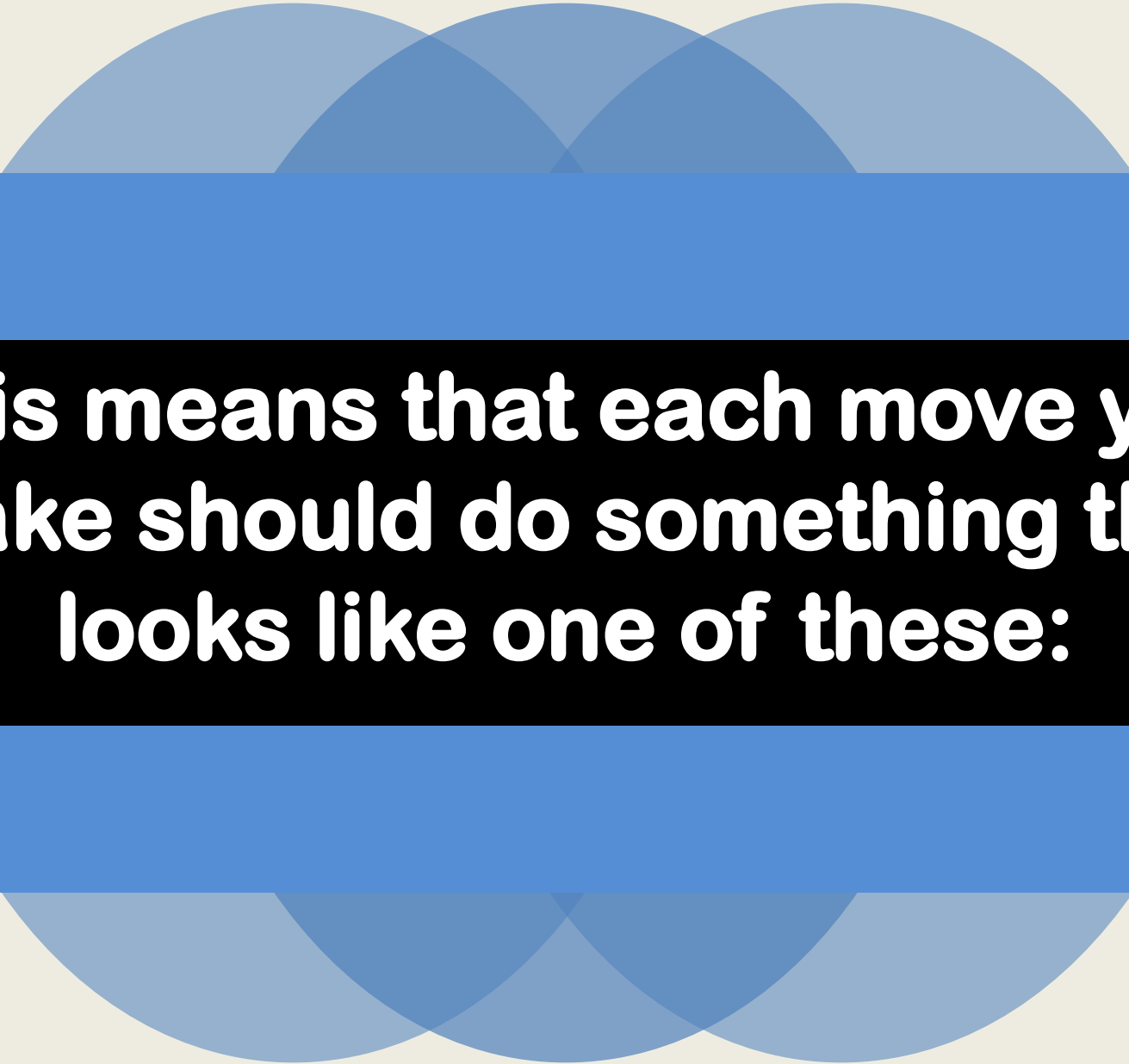
**The more spaces we control,
the harder it is for our
opponent to move and the
fewer options they have.**

POSITIONAL ADVANTAGE
in chess is
a ***STRATEGY.***

**It's a general plan for
winning the game.**

The background features a light beige color with three overlapping blue circles at the top and bottom. A solid blue horizontal band runs across the middle of the image. Centered within this band is a black rectangular box containing white text.

**But in order to win the game,
you must make individual moves
that allow you to control more
and more of the board.**



**This means that each move you
make should do something that
looks like one of these:**



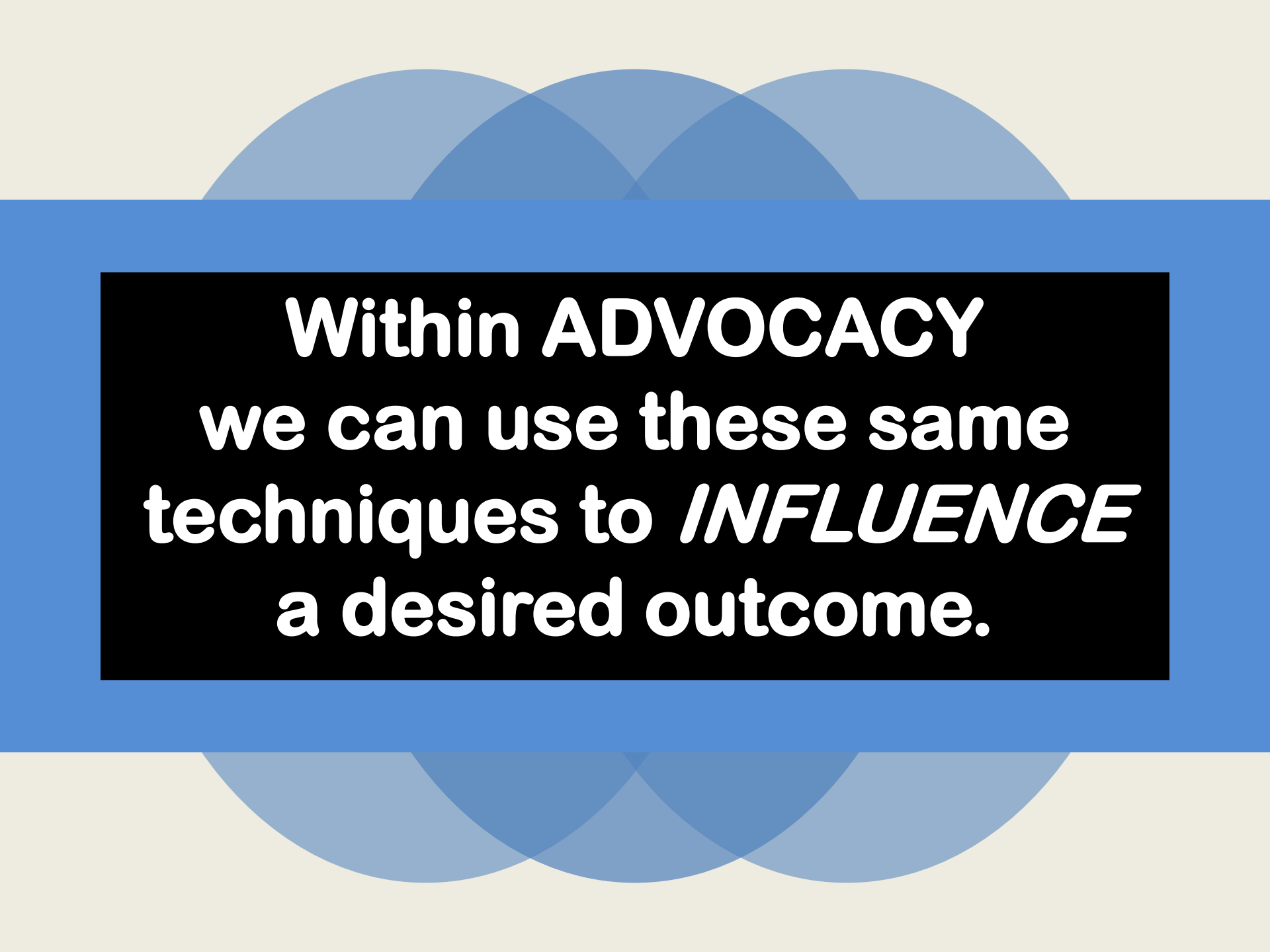
1) Take a more valuable piece from your opponent without giving up any positional advantage, or

2) Put pieces in place to gain a lot more positional advantage in the next few turns.



THIS IS *TACTICS*.

**You're choosing
individual moves to put
your *STRATEGY*
into place.**



**Within ADVOCACY
we can use these same
techniques to *INFLUENCE*
a desired outcome.**

**Does anyone
in this room
need some**

encouragement?

I'll encourage you.
But you need to look
around and see that
you're in a room where
you can **CONNECT**
with others.

**When in doubt,
CONNECT.**

**That's what effective
people do and that's
what influential
groups do.**

**Making
connections
is great.**

**Making
connections to
MAKE A
DIFFERENCE
is much better.**

CONNECTIONS = COMMUNITY

- **Self-organized network of people**
- **Common agenda, cause, or interest**
- **Collaborate by sharing ideas, information, and resources.**



IF CONNECTIONS = COMMUNITY

We need to ask ourselves:

HOW DO I IDENTIFY MY COMMUNITY?



**Who knows my objectives,
my ambitions, my goals?
Whose goals do I know?**



Who knowingly & willingly plays a part in my development and progress and growth?

Whose growth am I actively encouraging?



Connections = Community = Growth

**Build your
Community!**



**What is
advocacy?**



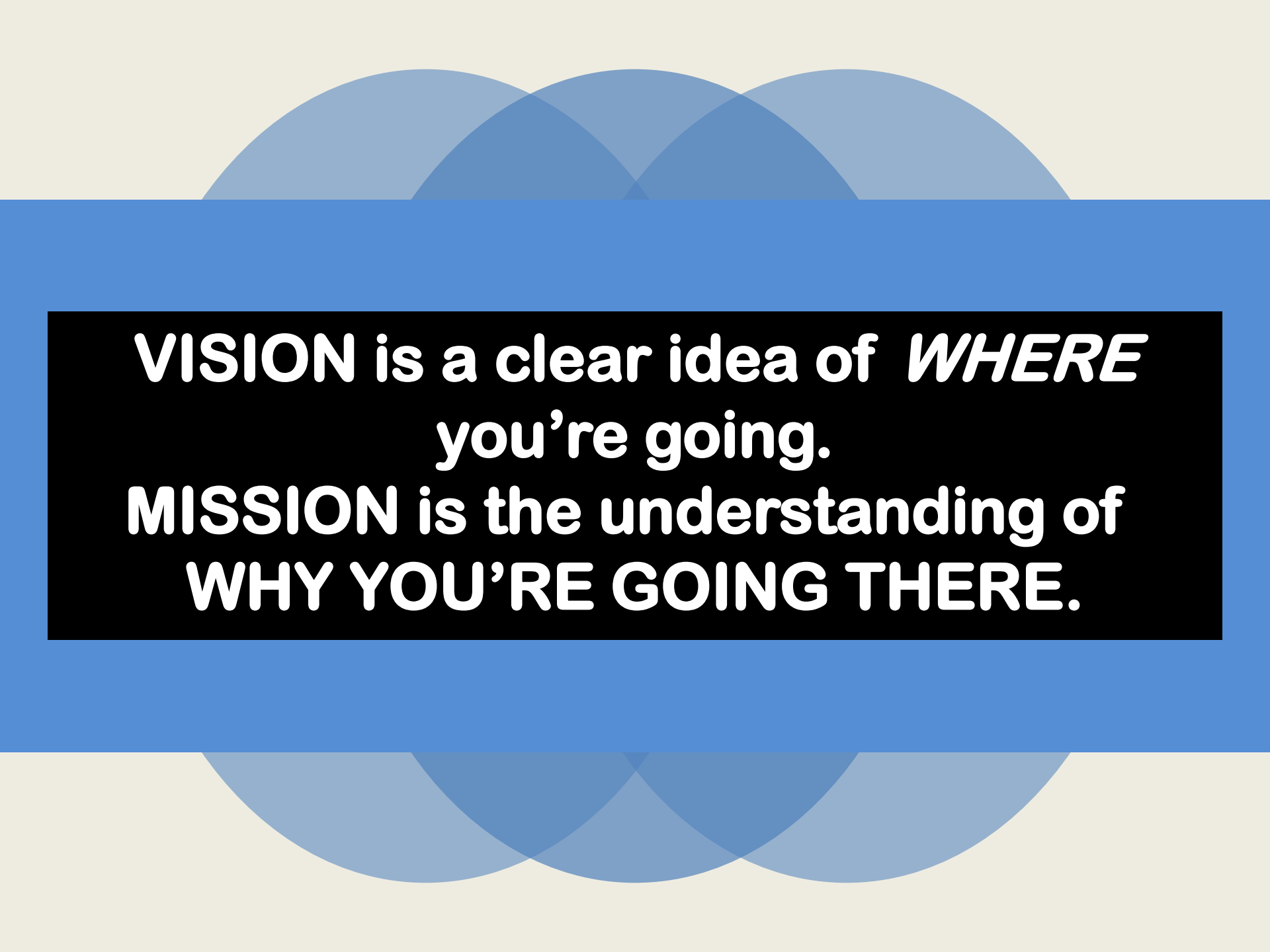
ADVOCACY HAS ONE MISSION:

**The pursuit of influencing
some type of outcome.**




Before we undertake an advocacy campaign, we need to ask ourselves:

How do we bring value to others?



VISION is a clear idea of *WHERE*
you're going.
MISSION is the understanding of
WHY YOU'RE GOING THERE.

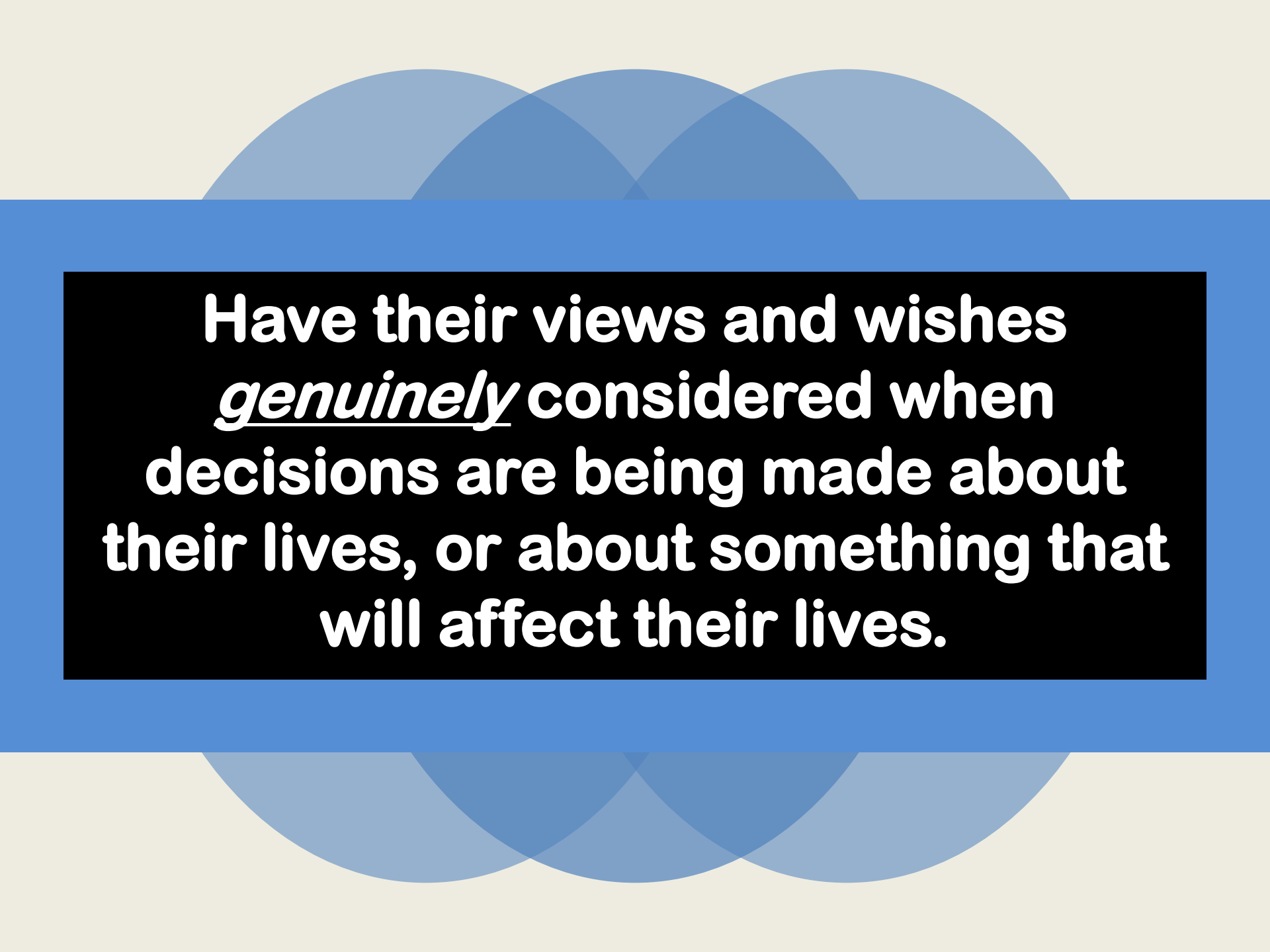


**Advocacy seeks
to ensure that people,
particularly those who are most
vulnerable in society,
are able to:**



**Have their voice heard on issues
that are important to them.**

**Defend and safeguard
their rights and the rights of others.**



**Have their views and wishes
genuinely considered when
decisions are being made about
their lives, or about something that
will affect their lives.**

**Most often
ADVOCACY
concentrates
in TWO
specific areas:**

1) POLICY MAKING

which is the set of principles or actions adopted by a person, agency, business, or government.



**Examples: rules in place at
a local business or DTA,
and rules governing schools or the
annual state budget.**



**Who gets the discount at
a local business?**

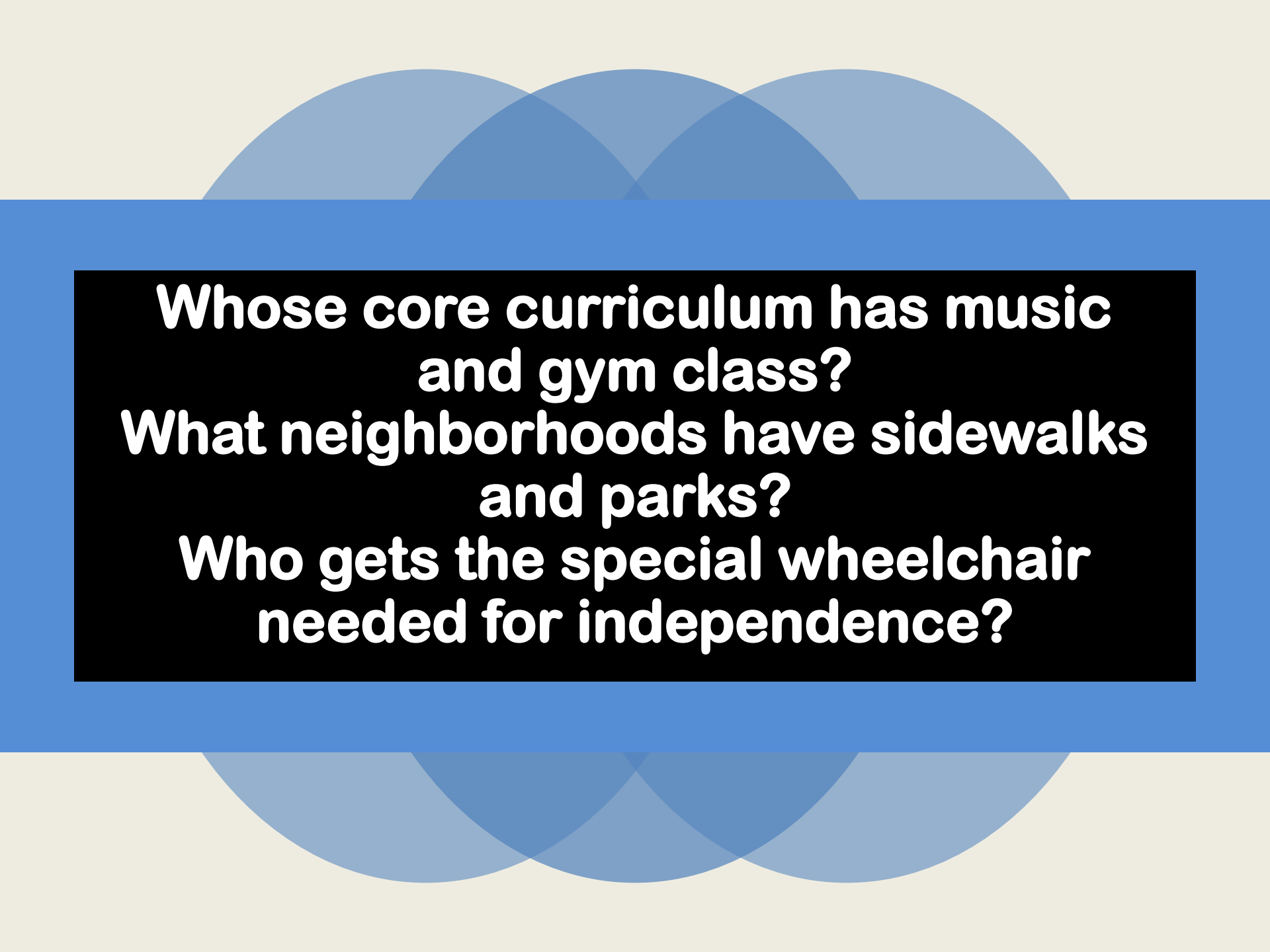
**Who gets to bring their dog into a
store or public place?**

**Which students get the benefit of an
aide at school?**



2) RESOURCE ALLOCATION

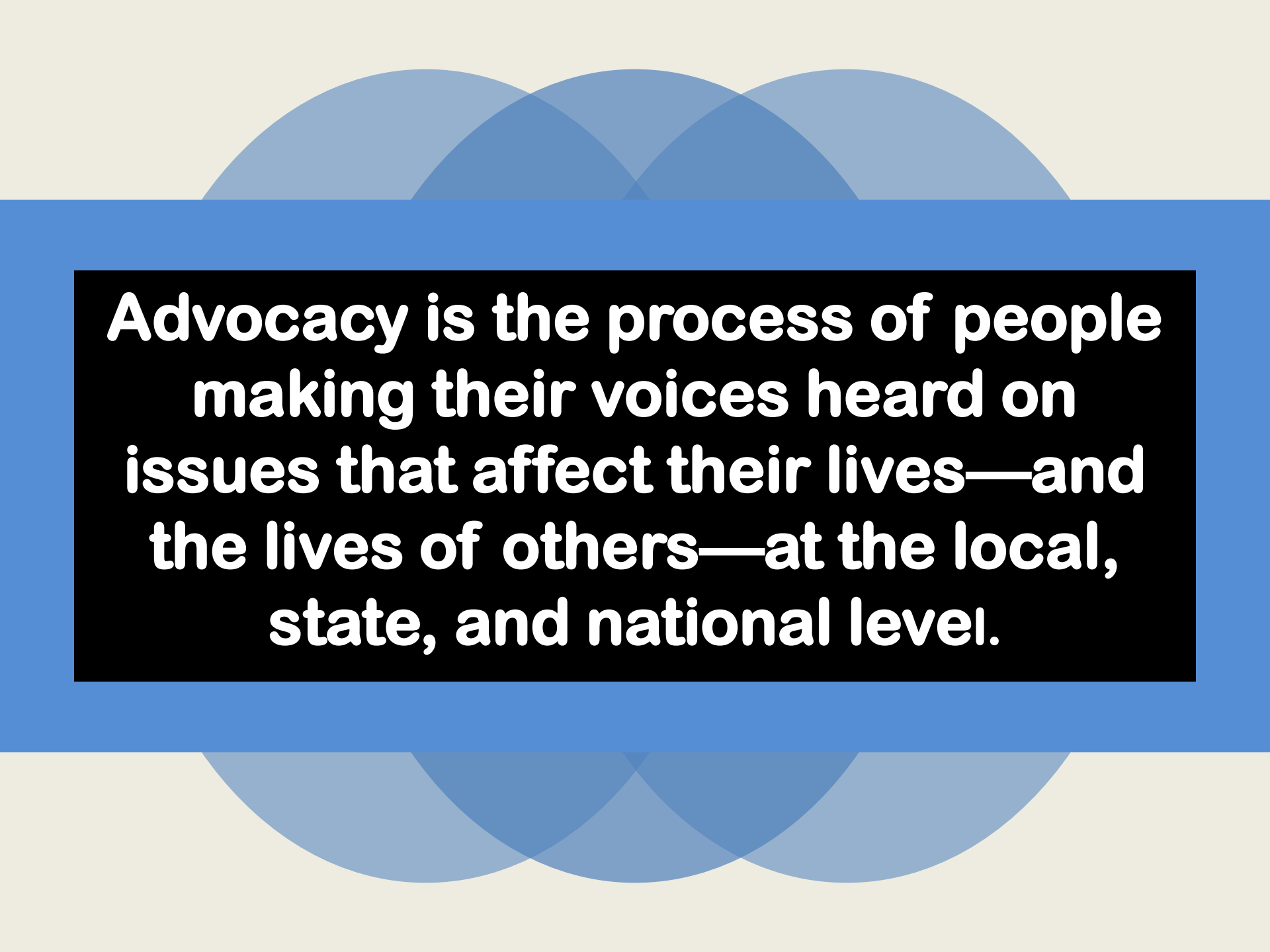
Who gets the \$, the funding,
or the goods.



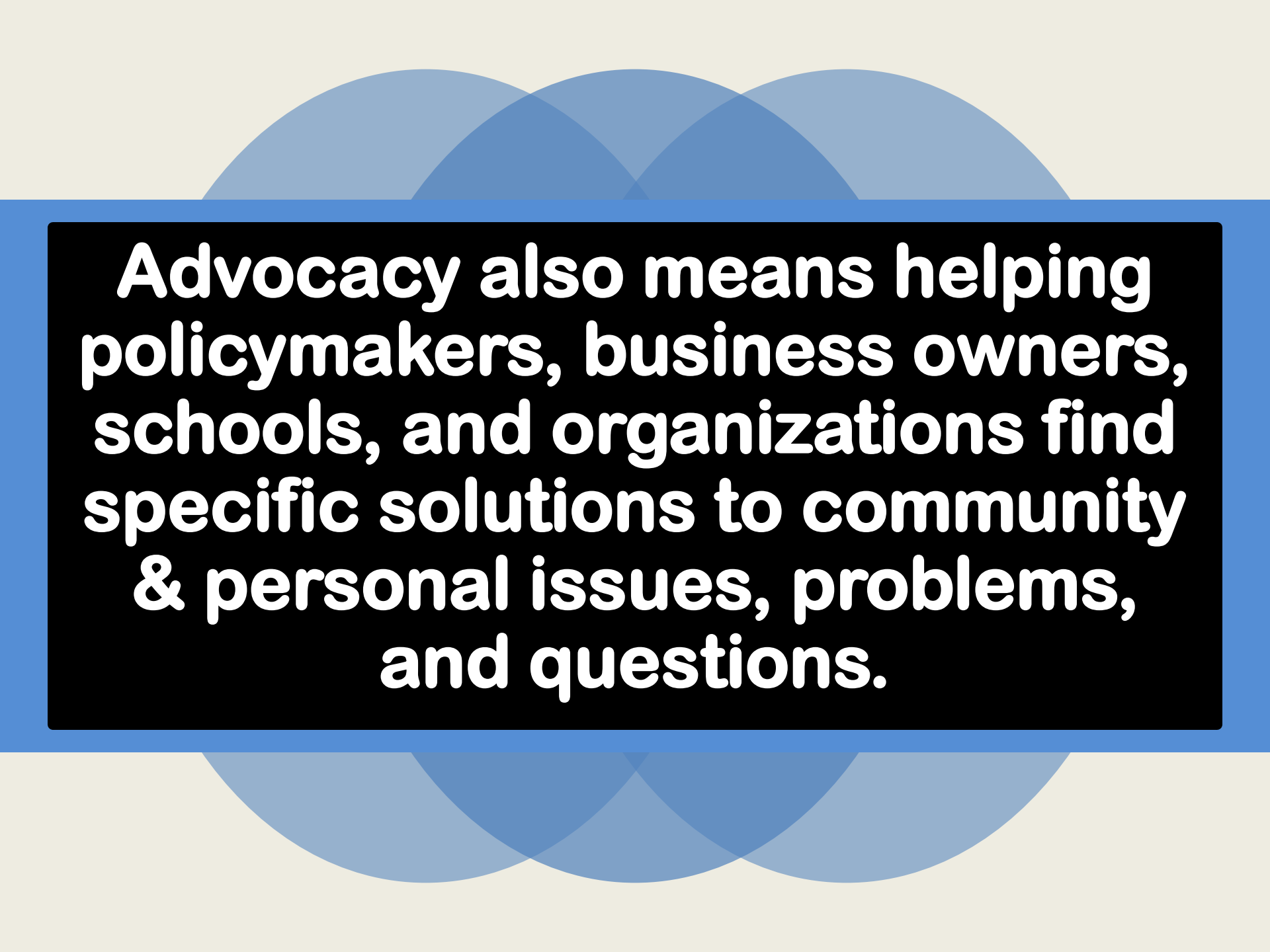
**Whose core curriculum has music
and gym class?**

**What neighborhoods have sidewalks
and parks?**

**Who gets the special wheelchair
needed for independence?**



Advocacy is the process of people making their voices heard on issues that affect their lives—and the lives of others—at the local, state, and national level.



Advocacy also means helping policymakers, business owners, schools, and organizations find specific solutions to community & personal issues, problems, and questions.

LOBBYING

on the other hand, involves activities that are in direct support of—or opposition to—a specific piece of introduced legislation.



Lobbying involves three parts:
Communication with a policy maker
that takes a position on specific,
pending legislation.

**My Tips, Advice
& Suggestions
Handout has
examples of
Lobbying on
page 3.**

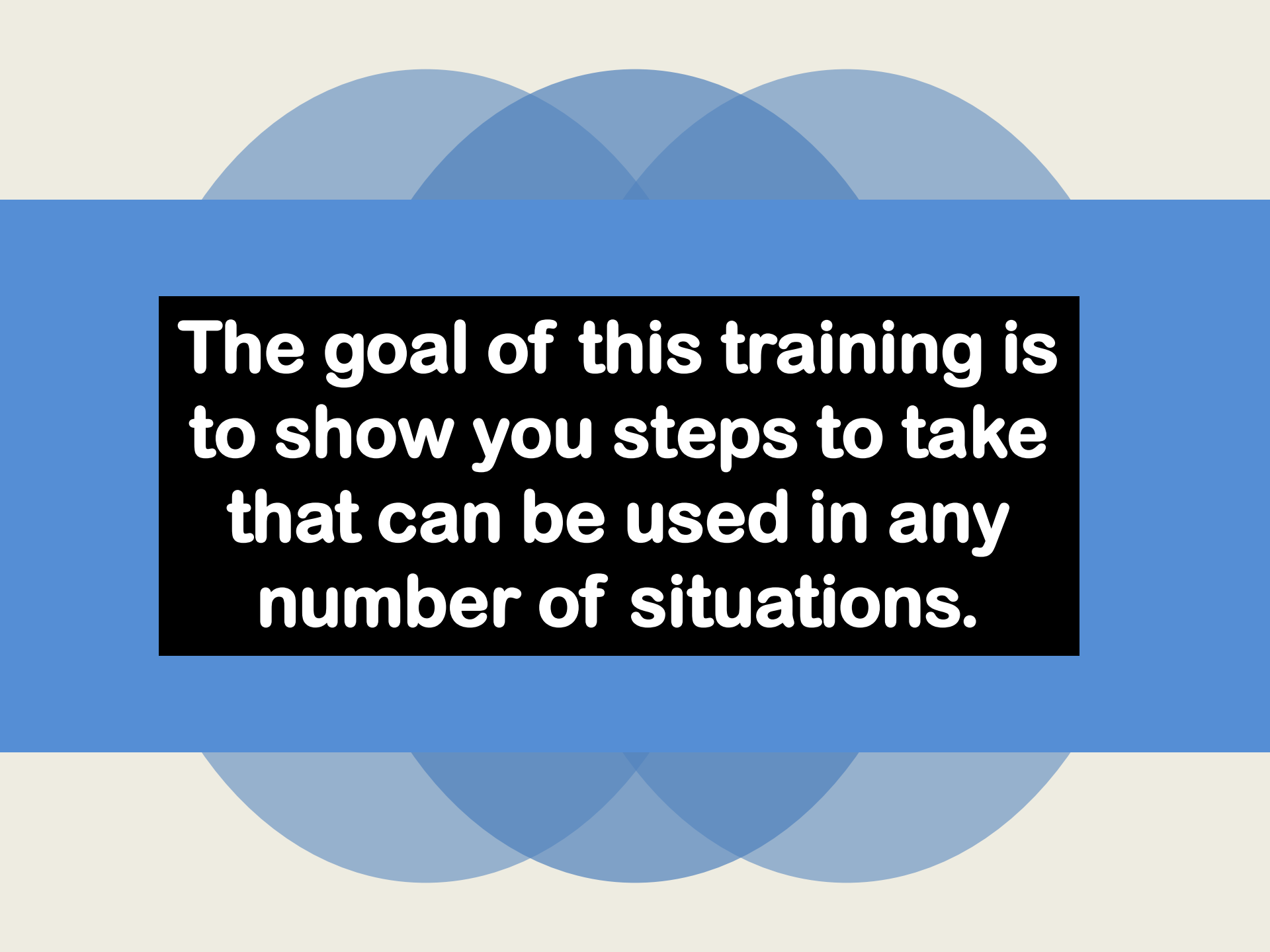
**Why does
advocacy
matter?**



**The inherent value in
advocacy says you CAN
make a difference in lives
and in communities.**



Advocacy promotes social justice, empowers people to have more control over their lives, and supports them in claiming their rights.



The goal of this training is to show you steps to take that can be used in any number of situations.

**SIX STEPS
TO AN
ADVOCACY
CAMPAIGN**

**H
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There are **SIX**
basic steps
in every
advocacy
campaign.

1

Identify your VISION.

Where are you going?

**What is the CAUSE or ISSUE
you want to focus on?**

Identify your MISSION.

Why are you going there?

What is your primary goal?

2

Know the facts.

**You may be surprised at
the reason FOR or
reasoning BEHIND the
cause or issue
at stake.**

Research. Research. Research.

Identify the key players involved. Who is for, against, neutral or uncertain about the cause or issue, and create a comprehensive list.

3

4

**Create an effective
advocacy STRATEGY
to identify specific,
attainable, and
measurable TACTICS.**

5

**State your case using
personal stories.**

Facts. Pictures.

**Advocacy is
relationship building.**

**Tactics change by
target audience.**

**Personal stories =
LIFE EXPERIENCE.
It's what you have
done and where you
have gone in your life.
Each of us builds on
our life experience
Every. Single. Day.**

Learn to tell
your story.
Teach others to
tell their story.

**One of the
strongest
resources for
advocacy is the
telling of
personal stories.**

6

**Follow up and
follow through.
In-person meetings.
Emails. Letters.
Phone calls.**



**Make your views known to policymakers and
a wider community through traditional
and social media.**



**Some examples include:
Emailing, writing, and calling officials,
owners, managers.**

**Organizing meetings or site visits with your
local retailer, school board, mayor,
non-profit group.**

**You should always be prepared
to educate someone on
HOW / WHY / WHAT
a different policy or decision
could mean to your cause
or change for your program.**

**ADVOCACY
WORKSHEET**

**H
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**You need to get
AMAZING
(not just adequate)
at communicating
with people.**

**Peers, colleagues,
teachers, school officials,
program teams,
prospective care givers.
And they should all
know about your
Advocacy Mission.**

**We must find
something
constructive
and powerful to
say to each
person.**

**SENTENCE
STARTERS &
SENTENCES
THAT INSPIRE**

**H
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Sentence starters that INSPIRE

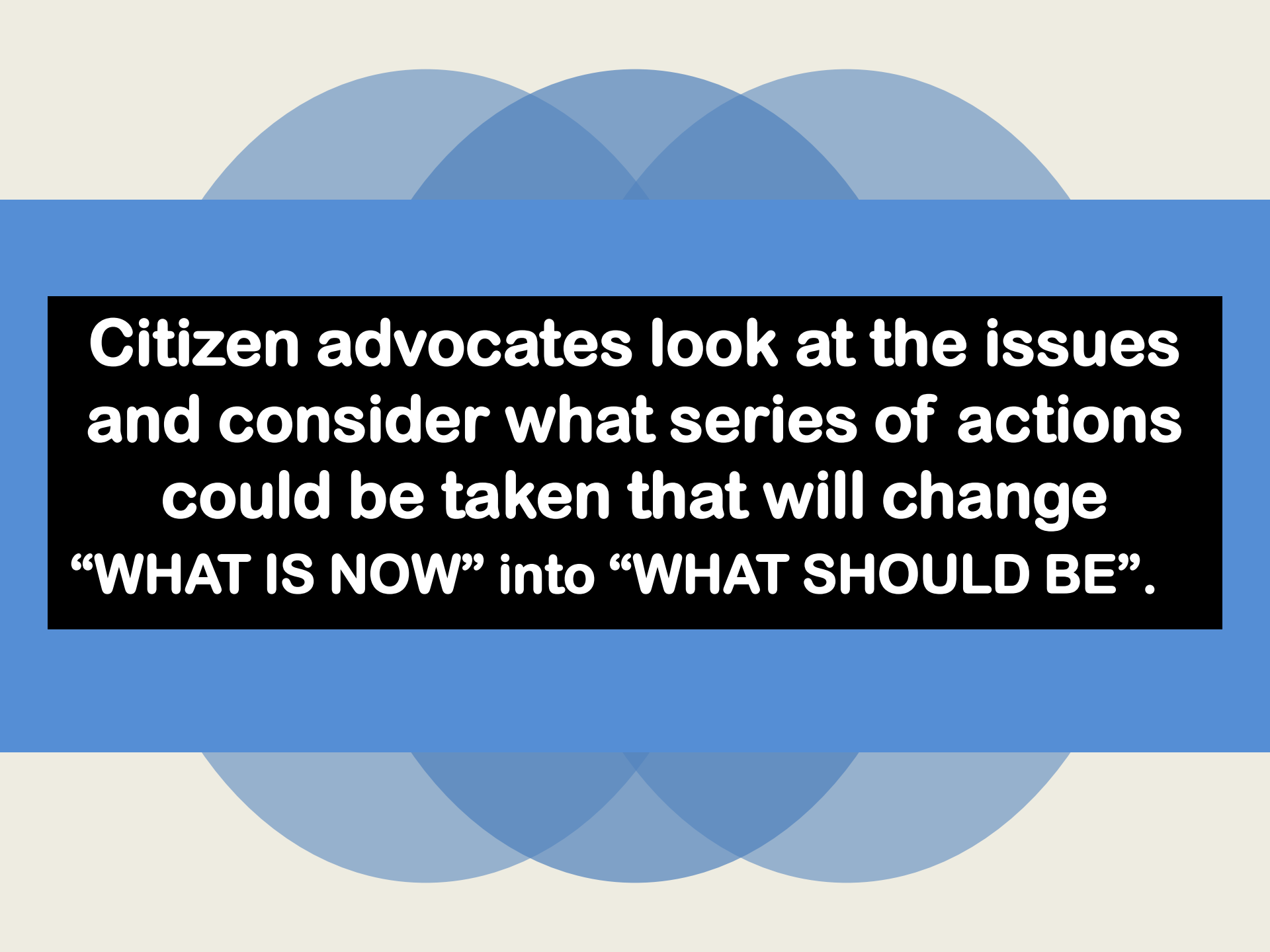
- I notice ... (This is SO important!)
- I appreciate ...
- I'm encouraged when you ...
- Thank you for ... (Be specific.)
- Your skill with ... (Organizing, people, fundraising, leadership, finances, etc.)

SENTENCES THAT INSPIRE

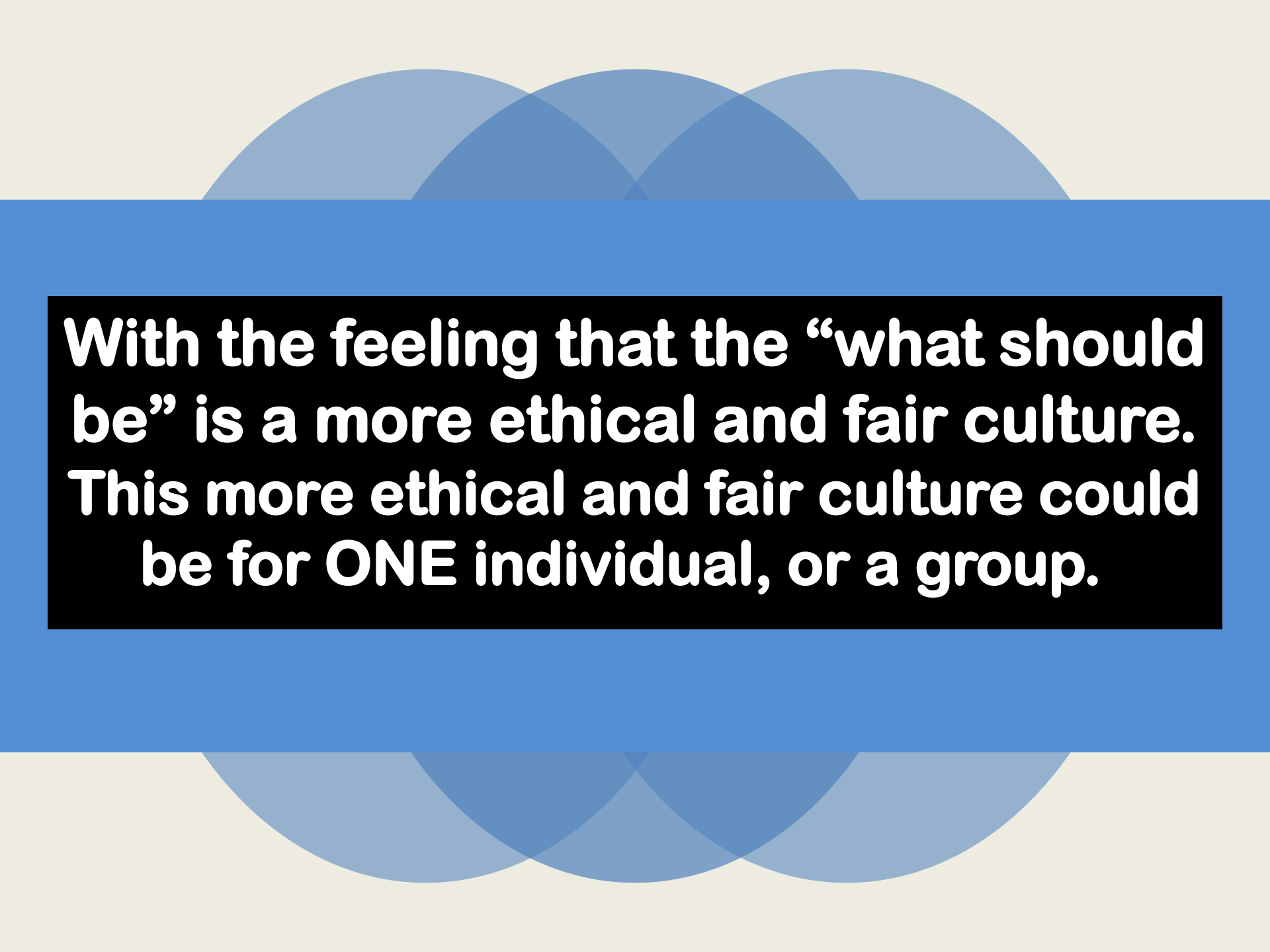
- **The knowledge you bring to our effort is impressive.**
- **I'm grateful for your _____ skills.**
- **You're definitely gathering some great information.**
- **Your support / determination / encouragement / accountability are valued and appreciated.**



**Social
Movement
Advocacy &
Citizen
Advocates**



Citizen advocates look at the issues and consider what series of actions could be taken that will change “WHAT IS NOW” into “WHAT SHOULD BE”.



With the feeling that the “what should be” is a more ethical and fair culture. This more ethical and fair culture could be for ONE individual, or a group.

**Social Movement
Advocacy has
FIVE KEY
FUNCTIONS:**

1) GIVE A VOICE TO CITIZEN INTERESTS.

Example: We want more
trash cans in our
neighborhood park.

2) MOBILIZE OTHERS TO PARTICIPATE IN THE PROCESS

EXAMPLE: Gather info from people living in the neighborhood:

Do you use the park?

Where do you put the trash produced when you're at the park?

Where do you see other people put trash when they're at the park?

3) SUPPORT THE DEVELOPMENT OF A DIFFERENT CULTURE

Example: encourage partnership among the area families and the city workers who pick up the trash.

4) ASSIST IN THE DEVELOPMENT OF BETTER PUBLIC POLICY

**Example: more trash cans might
cut down on time/energy spent
by city workers in each
neighborhood park.**

**5) ENSURE GOVERNMENTS'
ACCOUNTABILITY TO CITIZENS.**

**Example: less city worker's time
spent—more \$\$ saved
for other city needs.**

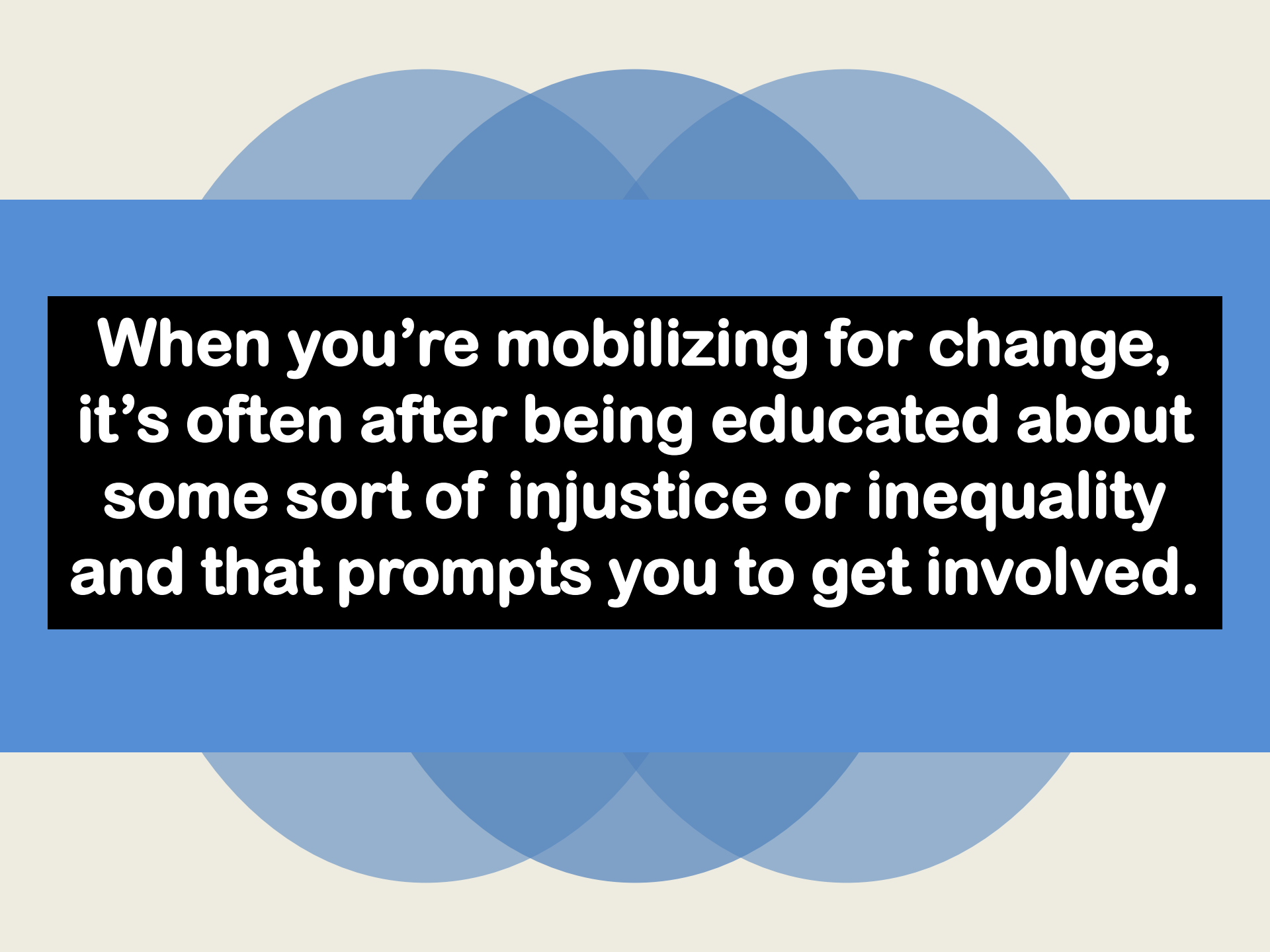


**WHENEVER
ONE PERSON
STANDS UP AND SAYS,
"WAIT A MINUTE,
THIS IS WRONG,"
IT HELPS OTHER
PEOPLE TO DO THE
SAME.**

GLORIA STEINEM



FOCUS POINTS



When you're mobilizing for change, it's often after being educated about some sort of injustice or inequality and that prompts you to get involved.



ADVOCACY HAS ONE MISSION:

**The pursuit of influencing
some type of outcome.**

EFFECTIVE ADVOCACY IS A MIX OF

Identifying the right audience: Who can make a decision or create /change policy.

**Having a persuasive message:
Clearly stating what you want to achieve and how it relates to a decision or policy.**

EFFECTIVE ADVOCACY IS A MIX OF

Understanding how and when an individual or local perspective—telling a personal story—works best.

Standing up, showing up, and staying the course.



**You don't lead by telling people
what to do.
YOU LEAD BY ACTION.**

**Great leaders don't tell you what
to do....they show you how its done**



**What will you
do when it
doesn't work
out the way
you hoped?**

You will
continue to
CONNECT.

**That's what
effective
people and
influential
groups do.**

**I asked earlier:
does anyone in
this room need**

encouragement?

You're here;
I'll encourage you.
But remember,
you're in a room
where you can
CONNECT
with others.

**Gather others and get
your community talking!**



SPEAK THE
TRUTH,
EVEN IF YOUR
VOICE SHAKES.

How will a situation be better if we try to influence change? It's easy to point out what's wrong. What will we make right?





**The stories we tell ourselves and the lines
we draw are a choice.**

WHAT CHOICE WILL YOU MAKE TO ACT ON TODAY?

**Preparation raises CONFIDENCE.
Confidence increases ABILITY.**

**ABILITY CALLS US TO
BOLDLY STUMBLE
FORWARD.**





**When is a good time to
advocate?**

That time is ...



If not now,



then when?

PLEASE SAY THIS WITH ME:

*I have the
power to
create change.*

**You will never
regret starting
important
work.**



**There's an OPEN ROAD
for ADVOCACY.**

REMEMBER:

Success is always
about people.

A large crowd of colorful LEGO minifigures sitting on yellow stadium seats, representing a diverse group of people. The minifigures are in various poses and outfits, creating a vibrant and busy scene. The background is a solid blue color.

**ENCOURAGEMENT
& THE ROAD TO
PERSONAL
GROWTH**

**H
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**TIPS, ADVICE
AND
SUGGESTIONS**

**H
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**REFERENCES
AND
WEBSITES**

**H
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**Advocacy Skills
that Work:
You CAN Make a
Difference**

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**THANK YOU
FOR ATTENDING**