



Process for Action - Building Blocks of Advocacy

5. Evaluate

4. Action

Meeting Preparation:
It is creating and practicing talking points and also understanding who you will be speaking with, and developing a strategy for getting through to that person.

Lobbying Calls:
Many times we advocate by calling up decision-makers and having a short conversation, or simply telling them what our position is.

Writing Letters:
One way that we communicate an advocacy message is by writing a position letter - either from EHC, from a coalition, or from members of the community.

Public Speaking:
It is critical that an advocate is ready to represent the community in public. If an advocate makes a convincing argument in public, it puts more pressure on decision-makers to agree with the community.

Community Meetings:
We are often able to combine organizing and advocacy most effectively by inviting decision-makers to a meetings in the community where a large portion of the community can attend and participate.

Networking:
"It's not what you know, it's who you know." Perhaps the most important aspect of successful advocacy is meeting people and organizations and figuring out how to work towards common goals.

Meetings with Decision-makers:
Much advocacy happens in small personal meetings with decision-makers, when there is an opportunity for a back-and-forth discussion, and for a deeper exploration of the issue.

3. Plan

Coalition Building:
An important part of advocacy is working with other organizations to combine power and identify opportunities for collaboration.

Develop Strategic Plan:
Develop a plan to go forward. Who will the advocates talk to? Will they hold meetings? Sign petitions? This step involves planning strategy for future action.

Building Alliances:
Because we are often fighting powerful industry, rich developers, or connected politicians, we need to build our power by forming alliances with other organizations.

2. Decide

Talking Points/Position/ Message:
Preparation is a key part of advocacy. A successful advocate always carefully prepares what he or she will say in a meeting with a decision-maker, and develops the talking points in collaboration with others.

1. Analyze

Research:
An advocate needs to support her/his position with concrete information and needs to be able to identify creative and realistic solutions to problems that exist in the community.

Power Analysis:
As advocates, we should always be doing power analysis in our heads. We need to always be thinking about how to move the decision-makers towards supporting our position.