

---

# 5 SECRETS OF ADVOCACY

DANA WOLFE NAIMARK, PRESIDENT & CEO



YOUR  
GUNS

PLAY  
ACTION

ARMS  
ARE FOR  
HUGGING

♥ Ki  
No  
GUN

PROTECT  
US  
GUNS







I. YOU'RE  
THE EXPERT



## 2. MISSION POSSIBLE

WHAT IS THE  
MISSION AND  
WHO CAN  
ACCOMPLISH IT?





MACGYVER

3. USE WHAT YOU HAVE



GOT



# What's in the Message?

- ✓ Cost/benefit analysis
- ✓ Research
- ✓ Personal stories
- ✓ Examples from other states
- ✓ Predictions of disaster
- ✓ Promises of success
- ✓ The next step

# HOW TO DELIVER THE MESSAGE?

- ✓ Fact sheets
- ✓ Bureaucracy
- ✓ Social media
- ✓ Mainstream media
- ✓ Letters to the editor
- ✓ Petitions
- ✓ Legislative lobbying/testimony
- ✓ Emails/phone calls to lawmakers
- ✓ Rallies







# THE ACTION BEHIND THE SCENES





# WHO DELIVERS THE MESSAGE?

- ✓ You!
- ✓ Real life ambassadors
- ✓ Allies and coalitions
- ✓ Champions
- ✓ Unusual suspects
- ✓ VIPs

# 4. BE PERSISTENT





# 5. DO IT TOGETHER





“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



# WHAT'S THE BEST WAY TO BE HEARD?



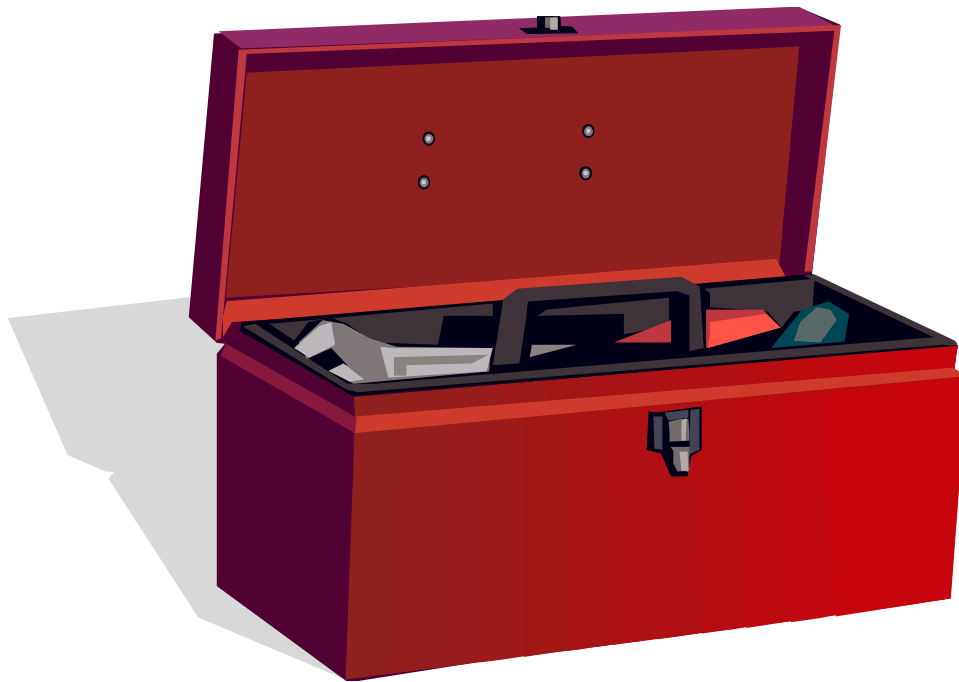
# KNOW WHO IS RUNNING & VOTE

- Know your candidates and what they stand for
  - Check their history and websites
  - Meet them – district meetings, forums, debates, door-to-door
  - Introduce yourself, build a relationship
  - Invite them to visit your agency and meet staff and clients
- Support those you like
  - Donate
  - Work for their campaign





# ADVOCACY TOOL BOX



- Write a letter to the editor
- Call and email elected officials
- Invite elected officials and candidates to your organization/program
- Join together with groups that share a similar mission (CAA, AzPHA)
- Join e-mail lists to stay up to date
- Attend committee hearings and meetings
- Participate in candidate events
- Sign up for the Request to Speak program

**SIGN UP**

to receive email  
alerts about issues  
affecting Arizona's  
children:

[www.azchildren.org](http://www.azchildren.org)

