5 SECRETS OF ADVOCACY

DANA WOLFE NAIMARK, PRESIDENT & CEO
ARMS ARE FOR HUGGING
1. YOU’RE THE EXPERT
WHAT IS THE MISSION AND WHO CAN ACCOMPLISH IT?

2. MISSION POSSIBLE
3. USE WHAT YOU'VE 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?

VOTE!
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