

Writing a Winning Advocacy Plan

PA DOE Title I State Parent Conference

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WHY DO WE ADVOCATE?

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Why do we advocate?

- Advocacy allows us to affect change
- Fight injustice
 - Shows our values



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Self Advocacy

Making your individual voice heard

Standing up for yourself or your child

Example: Your child is being bullied at school. You ask for a meeting with the teacher and administration to make them aware of the situation and make sure there is a plan in place to stop the bullying

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WHAT IS IN AN ADVOCACY PLAN?

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Setting Goals

What do you want to achieve?

How long do you have to reach your goal?

Be ambitious, but realistic



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Taking Stock of Organizational Capacity

- What is your current resource level?
 - Is this expected to change during the campaign?
- What other activities will draw from the same pool of resources?
 - Internal and external



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Identifying External Allies

Natural Partners → Who have you worked with before? → Organizations or groups with similar goals

Non-Traditional Partners → Finding common ground



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Outside Resources: Champions and Validators

- Who is a well-known voice that can promote your campaign?
 - Local leaders
 - Elected officials
 - Celebrities



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Messaging

Do Not	Do
<ul style="list-style-type: none">• Be apologetic• Be inconsistent• Be petty• Be scared to ask for what you want	<ul style="list-style-type: none">• Be clear• Be consistent• Be unapologetic• Be appropriate for all audiences

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Calendar for Success

- Track progress to goal
- Track deadlines
- Track events



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WHAT MAKES AN ADVOCACY PLAN EFFECTIVE?

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Training

- Everyone comes to the table with different skill levels and experience
- Unified voice and message
- Help parents develop advocacy skills
- Grows leaders



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Diversity: Together We Make a Difference



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Creating Buy-In



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Lifting Up Successes

- Minor victory? Big win? Lift it up!
- Celebrating success helps to:
 - Boost morale
 - Foster team spirit
 - Amplify your narrative
- Use social media to get your successes out there



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Evaluating Weaknesses

Be honest about the need for improvement

Remain positive and offer only constructive feedback

Advocacy campaigns can take a long time, so there will likely be time to course correct and learn from mistakes

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EXERCISE

Break into small groups and brainstorm an advocacy campaign parents can take the lead on.
Sketch out an advocacy plan using the worksheet to achieve your campaign goals!

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