



COMMUNITY-BASED ISSUE ADVOCACY

To get the word out about your issue in your community to as many people as possible, speak up! Bring up your issue at family dinners, in the grocery store, in your book club, or in your church group. You never knows when it might motivate someone to join in your cause.

CONNECT WITH OTHER ADVOCATES AND RESOURCES

- Establish connections with organizations that serve the community and local businesses.
- Find advocacy groups or coalitions in your area that can help you with your events or efforts.
- Develop your own advocacy abilities and those of others in the community.
- Find opportunities to host webinars, share helpful resources, and host trainings.

KNOW THE POLITICAL LANDSCAPE

- Find out when to vote, where to vote, and who represents you.
- Look up the state agencies and legislative committees that deal with the policies that are relevant to your issue.
- Find out what drives important decision-makers.
- Find out who can influence decision-makers and how well they can be influenced on important issues.

ELEVATE THE CONVERSATION

- Set up meetings with community leaders and elected officials in the area.
- Even though it takes a lot of work, organizing your own event can be a powerful way to increase visibility. It may be simpler to coordinate smaller phone banking or letter-writing campaigns, and they often times can have the same impact.
- Make a petition available to the public to gather supporter signatures.

HOW TO WRITE AND CIRCULATE A PETITION

Planning Worksheet



GROUP LEGISLATIVE VISIT

Planning Worksheet

