

What Is on Your Advocacy Itinerary Today?



The ideas in the chart below are organized around key actions that make local advocacy effective. Adjust these ideas to meet the needs of your

organization based on your institutional goals and priorities. Whether you have 10 minutes, 20 minutes, or more, you can still make time for meaningful advocacy work.

	STAY UP TO DATE <i>Research to understand the landscape</i>	DO YOUR HOMEWORK <i>Organize to be ready when opportunity strikes</i>	CONNECT WITH PEOPLE <i>Make time to make friends</i>	KNOW YOUR STORY <i>Practice your message and delivery</i>
10 MINUTES	Read a recent news story about local policies that could affect your organization. Set up a series of news alerts that will deliver relevant stories to you automatically.	Set up an email filing system to save visitor testimonials. Create a shared folder on your organization's drive for each department to highlight visitor feedback.	Create your monthly "call list" of stakeholders to check in with. Make a centralized list of all the local organizations you want to visit in a year.	Reread your organization's mission and vision statements. Ask someone at your organization what phrases they most often use to describe your work.
20 MINUTES	Check your local government calendar for meetings relevant to your work. Share relevant community data in a staff meeting.	Create a chart to track consistent metrics of visitor data. Include an "opportunity struck" agenda item in a staff meeting to share examples of capitalizing on an unexpected chance for advocacy.	Write a thank you note to a local representative who visited your organization. Call a stakeholder to tell them something about your organization you are proud of.	Rewrite one sentence about your work or impact in plain language.
30 MINUTES	Listen to a podcast episode or interview about a topic related to your work. Take a walk on your town's main street, observing what people are drawn to.	Draft a two-sentence elevator pitch about the impact of your school tour programs.	Write and hone a 60-second script to use to introduce your organization to your local city council.	Meet with a community contact to workshop your messaging language.
1 HOUR	Collect and read annual reports for community nonprofits.	Organize multiple elevator pitches according to impactful topics and potential audiences.	Attend a local community mixer. Have lunch with the leader of a community organization you want to get to know better.	Host a practice session for colleagues to try out advocacy pitches. Meet with staff authorized to speak for your organization to discuss what messages are landing.