

Advocacy Bootcamp 2019

Alabama Association of Nonprofits

What is Advocacy?

No matter what form they take, advocacy campaigns allow nonprofits (and other organizations) to spread the word about their mission.

Simply put, advocacy is the public support of a particular cause, policy, or position. Advocacy can take any number of forms, from raising awareness online to lobbying directly for change within government or other institutions.

Forms of Advocacy

- Self Advocacy
- Peer Advocacy
- Cause Advocacy
- System/Legislative Advocacy

Self Advocacy

Self-Advocacy occurs any time people speak or act on their own behalf to improve their quality of life, effect personal change, or correct inequalities. Self-advocacy is referred to as the ability to articulate one's needs and make informed decisions about the supports necessary to meet those needs.

Peer Advocacy

Peer advocacy involves individuals advocating for someone else in a one-on-one setting. Typically, these advocates and beneficiaries have shared experiences, making it easier for advocates to empathize and communicate the needs of the benefiting community.

Cause Advocacy

Cause advocacy is the championing of a particular issue or cause that supporters feel strongly about. This type of advocacy can be led by organizations, groups of people, or individuals, with the goal of raising awareness for a problem and finding or promoting a solution.

System (Legislative) Advocacy

System or Legislative advocacy is essentially cause advocacy on a larger scale. Systems advocacy is a form of advocacy that seeks to effect change within social, economic, or political institutions. Systems advocacy can involve fundraising, awareness campaigns, and lobbying.

Goals of Advocacy Campaigns

Education

A common goal of an advocacy campaign is to bring a previously unknown issue to light on a large scale.

Advocates may create educational materials (such as a film or case study) and use their campaign to promote them to the public.

Policy Change

One of the most visible results of advocacy is a tangible change in the way our systems operate.

Advocates may lobby for legislation or work to elect government officials. Policy change can also take place within other systems, such as an institution or corporation.

Fundraising

Many times, what stands between a problem and its solution is a lack of resources.

Fundraising can fill that gap by providing an advocacy group with the money they need to supply a community's needs or power a charitable mission.

Litigation

Litigation is a specific aspect of advocacy that takes place within the court system.

Through litigation, advocates can enact changes within the law that can directly impact communities on a small or large scale.

Advocacy Best Practices

What is the problem?

Define the Issue



What do we need to
change?

Set Attainable Goals



Who can help us get
what we need?

Determine the Audience



What type of
Advocacy will work
best first?

Determine the Form of
Advocacy



Who else cares about
this issue?

Build Networks



How do we keep
people informed?

Provide Updates



How do create lasting
relationships?

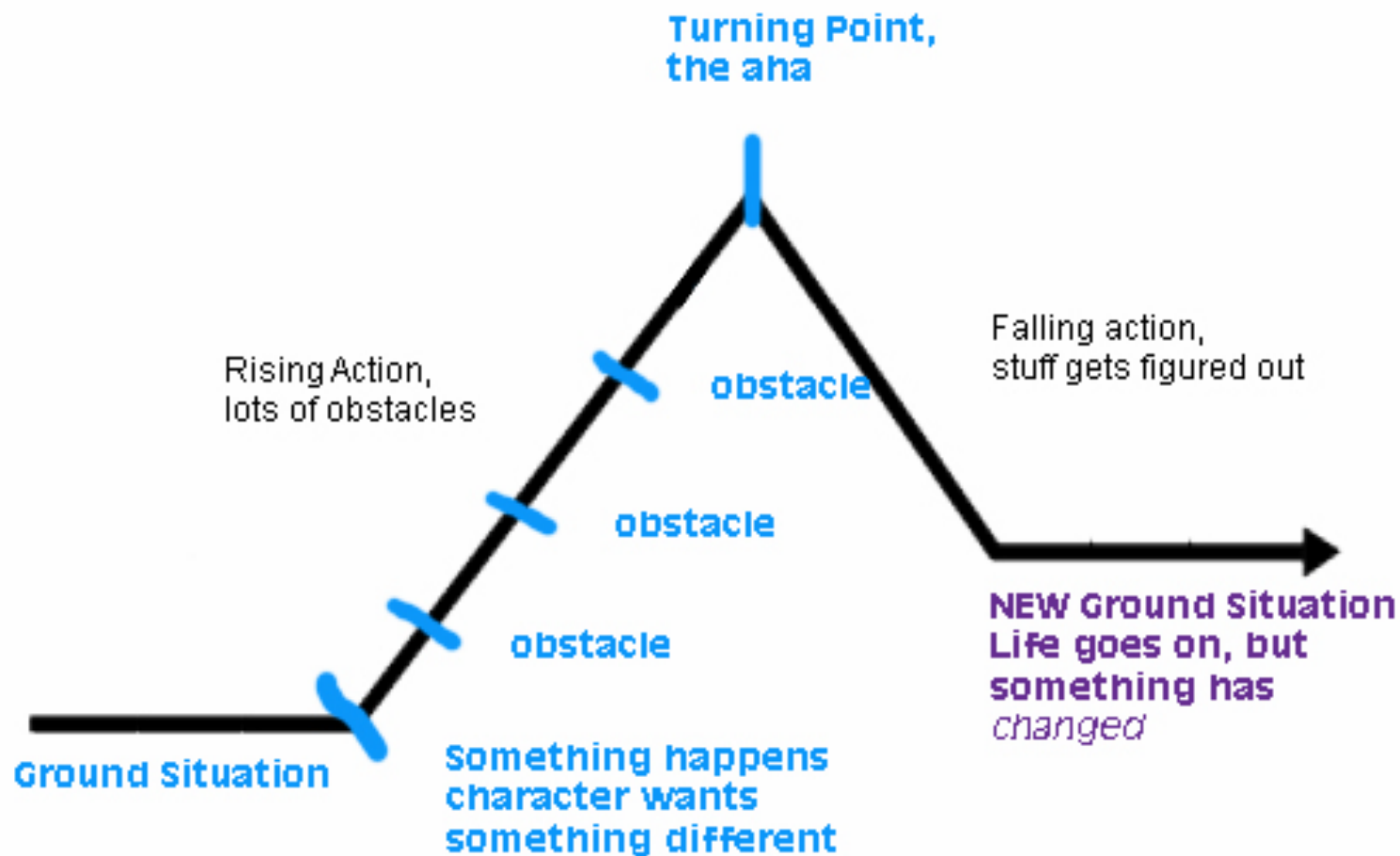
Thank Your Supporters



Tell an Effective Story

The Story Arc

There can be a difference between telling a story and a telling *memorable* story. Great storytellers often follow the classic story arc. The story arc (think fairytales) will help you to keep your story familiar, concise and clearly leading to the point you want to share.



Contact Me

Shannon Ammons

Alabama Association of Nonprofits

www.alabamanonprofits.org

Shannon@alabamanonprofits.org

205-879-4712