

# Welcome to The **ABC's** of Advocacy

## Agenda

- 9am Introductions & Overview
- 9:15 Workshop Goals (Discussion)
- 9:30 Advocacy Strategies (Presentation)
- 10:30 Guest -
- 11:00 Group or Individual work
- 12 noon Presentations of findings

2

## Introductions

### Workshop

- Volunteers and Organisers

3

## Introductions

- What's your name
- Where are you from
- Why are you here



4

## Introductions

### Content Acknowledgement

- Chloe O'Loughlin - Langara College
  - The 5 Components
- "NOW HEAR THIS"
  - Media Strategies
  - [www.fenton.com](http://www.fenton.com)

5

## Workshop Goals

### Our Goal is to...

- Supply needed information
- Present 5 Components of Advocacy Strategies
- Offer valuable viewpoints
- Create meaningful discussion
- And develop action plans

6

## Context of this Discussion

# The Advocacy Lobby or Campaign

7

## 5 Components of Advocacy Strategies

### Overview

1. Membership
2. Allies
3. Media Strategy
4. Bureaucracy
5. Politicians

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8

## 5 Components of Advocacy Strategies

### 1. Develop your own membership

- How do you make sure your own people on board?
  - AND not people who will undermine your efforts
- How do you make sure your membership has a shared goal?

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## 5 Components of Advocacy Strategies

### 2. Allies

- Develop your allies into an 'issue-specific' organisation
- More effective to government

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## 5 Components of Advocacy Strategies

### 3. Media Strategy Overview

- A. Plan a timed and focused media strategy
- B. Use a mix of media options
- C. Use controversial stories only when needed

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## 5 Components of Advocacy Strategies 3A. Planning Media Strategy

- Spend time to develop clear goals
- Think Strategy before Tactics
- Choose goal oriented communication
- Find your niche
- Research - don't assume
- Pre-Test your media strategy

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5 Components of Advocacy Strategies

### 3B. Media Options

- Get to know Media Personnel
  - Respect their time
  - Send them information for file
- Letters to Editor
- Guest editorials or Features
- News Conferences
- Talk shows
- Media Interview
- News Release
- Supply Newsletter stories to Corp.'s NPO's and Unions

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5 Components of Advocacy Strategies

### 3C. Controversial Stories

What are the Pro's and Con's of using Controversial Stories?

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### 5 Components of Advocacy Strategies

#### 4. Bureaucracy

- Work with Government staff
  - They may be able to make issue happen
- Give them a chance to look good
  - Start with small inexpensive projects
- Give them facts - Advise them

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### 5 Components of Advocacy Strategies

#### 5. Politicians

- Work with Politicians
  - Make them look good - give them credit
  - Don't overwhelm them with facts

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16

### 5 Components of Advocacy Strategies

#### Summary

1. Membership
2. Allies
3. Media Strategy
4. Bureaucracy
5. Politicians

17

<Guest>

### Presentation & Discussion

18

## Break

19

## Workshop

Your New Tools  
5 Components of Advocacy Strategies  
New Ideas  
Impressions  
Planning Worksheet  
Reference sheet FAQ's

20

## Worksheet

Your task is to:  
Define your Problem(s)  
Define your Goals  
Plan your 5 Components  
Present your Plan

21

## Problem Scenario 1

A new \_\_\_\_\_ has been announced for your part of the city.

What will you do to ensure it is accessible to all?

22

## Problem Scenario 2

The Provincial Government is providing your city with extra \$\$\$ for \_\_\_\_\_.

What will you do to ensure it gets to those in most need?

23

## Problem Scenario 3

As predicted, a pedestrian was hurt on a dangerous facility.

What will you do to make the facility safer?

24

## Problem Scenario 4

Your City has an Official Community Plan. You read the consultant report and it says your city could be ...

What will you do to make it happen or NOT happen?

25

## Problem Scenario 5

<Defined by Participants.>

What will you do to make it happen or NOT happen?

26

## Group Work

27

## Presentations

28

# THANKS

## Give yourselves a hand!

29