

# The ABC's of Advocacy Worksheet

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**Define the Problem(s)**

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**Define the Goal**

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**The 5 Components of our Strategic Plan**

**1. Membership**

**Who are our members?**

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**2. Allies**

**Who are our Allies?**

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**3. Media Strategy**

**A. What is our time-line & media focus**

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**B. What media will we use?**

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**C. Are Controversial Stories appropriate?**

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**4. Bureaucracy**

**Who holds the power?**

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**What Information can we get them?**

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**5. Politicians**

**Who is in power?**

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**How can we make them look good?**

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