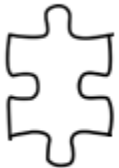


Developing Your Advocacy Strategy

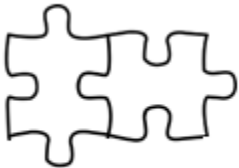
Ready to take action? For brand-new advocates and seasoned veterans alike, developing a strategy for action is an important part of effective advocacy. By thinking through the puzzle pieces of your advocacy campaign, you'll map out how change can occur and what steps are needed to achieve it. Taken together, these pieces will help you to determine the best tactics for realizing your advocacy goals.

What are my advocacy goals and objectives?



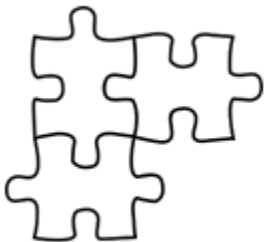
- *Raise awareness about the gender pay gap*
- *Enact strong equal pay legislation*
- *Stop bad anti-choice legislation*
- *Attract new members to AAUW*
- *Build your branch's reputation as the go-to authority*
- *Others:*

What is my timeline for taking action? What is my capacity for taking action?



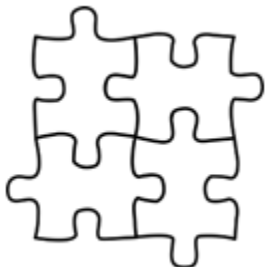
- *Long-term (awareness and education)*
- *Short-term (within a legislative session)*
- *Specific event or day (election, rally or march)*
- *Immediate action (before a vote, in response to news)*
- *Others:*

Who is my target audience?



- *The public (voters!)*
- *The press*
- *Lawmakers (state, local, federal)*
- *Potential new members*
- *Others:*

What is my message? Who are the best messengers to deliver it?



- *Topic of focus*
- *What do I want my target to do?*
- *Which voices will resonate with my target?*
- *Others:*