

## ADVOCACY ACTION PLAN

*“Advocacy is the art of focused persuasion to bring positive change at the local, state and national levels.” (Anon.)*

**The following action items help you set the stage for effective advocacy.**

- **Determine the Issues.** Know the pros and cons of your issue and what information is available, forthcoming or lacking.
- **Build a Volunteer Network.** Change occurs as a result of grassroots pressure. Determine where you are likely to get support and what you will need to bring these supporters on board.
- **Organize Around Goals.** Break issues into short-term sustainable goals. They should be action-oriented, clearly defined and focused on what can be accomplished.
- **Identify Targets and Tactics.** Describe the goals and objectives for each activity you plan to undertake, the audience it is intended to influence, and the range of potential outcomes.
- **Build Coalitions-Maximize Resources.** The more people working on your issue, the greater the chances of getting what you want. Coalitions can maximize support and increase your strength.
- **Develop a Message that Resonates.** Message is the disciplined delivery of PTA core beliefs that inform the public how the issues affect their families and communities.
- **Use the Media.** Develop relationships with media by becoming a credible source of information, staging newsworthy events, releasing information, and always telling the truth.
- **Communicate with Decision Makers.** The more decision makers you contact and persuade with your message, the better your chances are of achieving PTA priorities.
- **Use WSPTA and National PTA Resources.** There is a wealth of information your State and National PTA have available for your use.
- **Put It All Together.** Create a written plan in which you identify PTA goals, organizational capacity, target audiences, potential allies, opposition, and the activities to be pursued.
- **Get Out There and Just Do It! *Everychild. Onevoice, WSPTA.***

Adapted from National PTA's *Guide to Effective Advocacy*.