

Advocacy Scenario Worksheet

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Your goal:

People

Identify decision makers. Who has the power to make the necessary change?

Identify influencers. What people and organizations are most influential to these decision-makers? Who do the decision makers typically pay attention to?

Identify allies. What people or groups do you know who are already (or likely to be) in agreement with your goal?

Identify the "moveable middle." What people or groups are most likely to care about this issue if they hear about it?

Identify the opposition. Who will oppose your goal?

Messages

What are the opposition's messages likely to be? Identify three.

What are your top three message points? Try to counter your opposition's messages while positively articulating your own.

Activities

List three to five things you can do in each of the following areas that will help your group achieve its goal.

Organizing: How will you engage other people/groups in working towards this goal?

Education: What will you do to educate the community, especially the "moveable middle"?

Media: In what ways will you use the media to share your message?

Advocacy: What will you do to influence decision makers? How might you move the "influencers," listed above, to influence decision makers? What can you get others to do?