

ASAPERD Advocacy Tips 101 Step by Step

Step 1: Lay Out Your Goals

Before embarking on any advocacy efforts, it's important that we lay out and understand our overarching advocacy goals. Make a list of our four or five most important goals related to advocacy we would like to pass to make it happen. (Strategic plans)

Step 2: Build a Coalition

Once we've laid out our advocacy goals, the next step is to form a coalition/coalition. A coalition is a group of independent organizations that band together in the pursuit of a common goal. Coalitions can be either short or long term and provide resources, constituents, and a broader level of expertise than one organization alone. (Other PE, Health, Research, Coaches, Classroom teachers, parents, local media, local officials, agencies (AHA, NEA, AEA, CLASS, PTA etc.)

Coalitions demonstrate that you have consensus among different constituencies, allow groups to pool their resources and allow them to split the costs and get more for their money. Teamwork makes the dream work!

Step 3: Develop a Plan-Legislative and Advocacy

Once we have formed our coalitions, we will need to develop an advocacy plan whether legislative, community based, service or action based so we can act thoughtfully of all members of the coalition .

One important issue to consider in the legislative and or advocacy planning stage is, who your issue champions will be. Issue champions are influential individuals who have the capacity to help advance your legislation or advocacy efforts. Do your research and determine which influential individuals are sympathetic to your cause. Often these individuals will have some type of personal connection to your issue. In the same vein, it's important that you identify potential legislators that are sympathetic to your legislative advocacy as well.

Build relationships with your local council members, Mayor, Commissioners, State (Governor Ivey) and National leaders from your area and of course media.

A further item to consider in the legislative advocacy planning stage is the fiscal aspect. For any legislation to have a lasting impact, or for that matter a chance at passage, each needs to contain provisions that cover the costs of the legislation. Thus, during your planning stage, it is important that you identify which issues you plan to advocate and have a plan for how it will be paid for.

Step 4: Take Action

Show up for advocacy events, write letters and thank you notes, invite them to your schools for programs and events that highlight your students and your school.

For Speak Out Day sign up or have our own Speak Out Day in Alabama while our peers are in DC

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