

ABCs of ADVOCACY



B.U.I.L.D. BOARD TRAINING
BUZZ. UNDERSTAND. INNOVATE. LEAD. DEVELOP.

HAWAI'I PRIMARY CARE ASSOCIATION
OCTOBER 8, 2010

INTRODUCTIONS



- **Who are You?**
- **What do You do?**

What is Advocacy?



**N. : THE ACT OR PROCESS OF ADVOCATING
OR SUPPORTING A CAUSE OR PROPOSAL**

Advocate (n.) Advocate (v.)



(N.) ONE THAT SUPPORTS, PLEADS, DEFENDS, OR PROMOTES A CAUSE, PROPOSAL, OR THE INTERESTS OF ANOTHER

(V.) TO PLEAD IN FAVOR OF

Why Advocate?



- **TELL YOUR STORY**
- **GAIN SUPPORT FOR YOUR ORGANIZATION**
 - **SEEK FUNDING**
 - **CHANGE POLICY**
 - **CAPITAL CAMPAIGNS**
 - **COMMUNITY AWARENESS**
- **NATURAL ELEMENT IN THE WORLD OF NON PROFITS**

Where Do We Advocate?



- **EVERYWHERE!**
- **BOARD MEMBERS ARE AMBASSADORS**

When Do We Advocate?



- **YOU ARE YOUR ORGANIZATION'S LOGO**
 - **24 HOURS A DAY, 7 DAYS A WEEK**

ABCs of Advocacy?



SNAPSHOTS

A



Activate
Advocate
Agree
Attention
Attitude
Awareness
Anticipate
Assign
Assemble
Align

B



BUSINESS

BRIEF

BLAMELESS

BUZZ

BACKSTAGE

BOLD BACKPEDAL

BEWARE

BASIC

C



Connect
Courtesy Cohesive
Communicate ^{Carpentry} Consistent
Catalyst **Constant**
Collaborate

HOW DO YOU ADVOCATE?

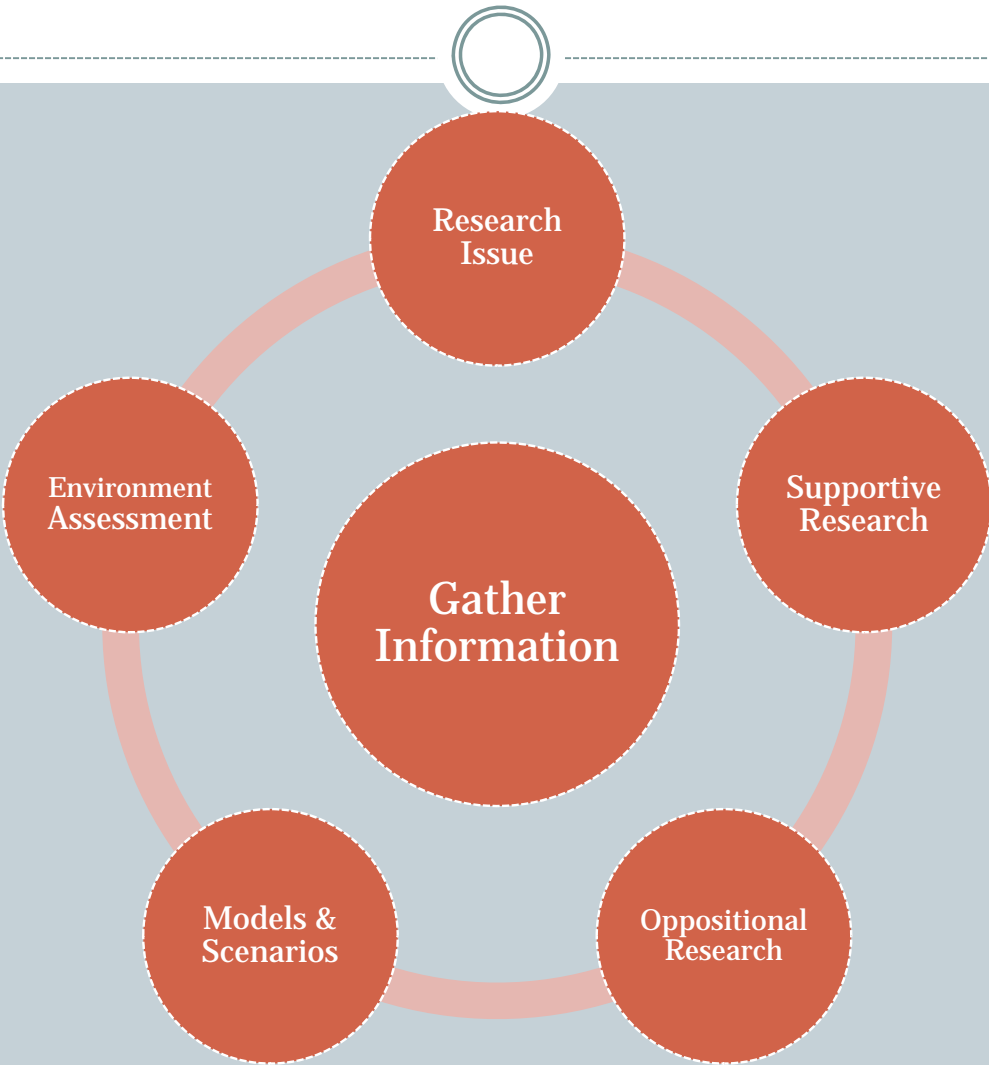


**THE ADVOCACY PROCESS: STRATEGIC
PLANNING & EXECUTION**

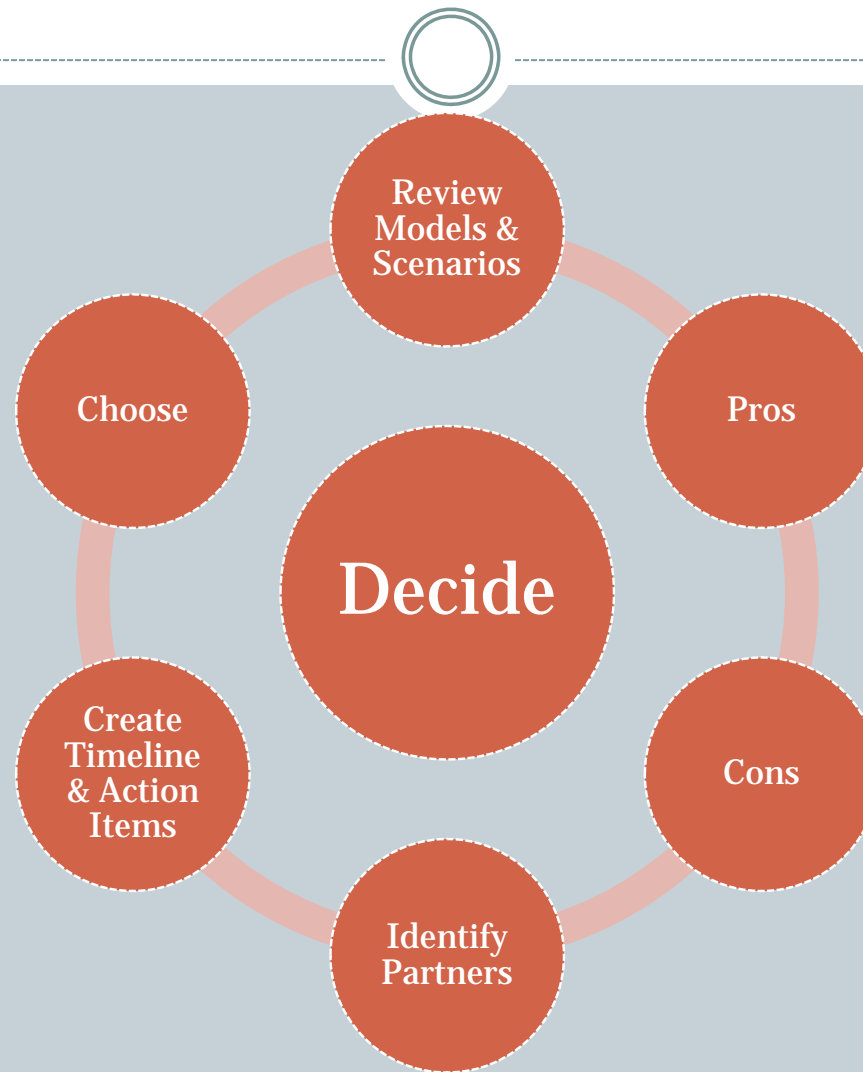
ADVOCACY PROCESS



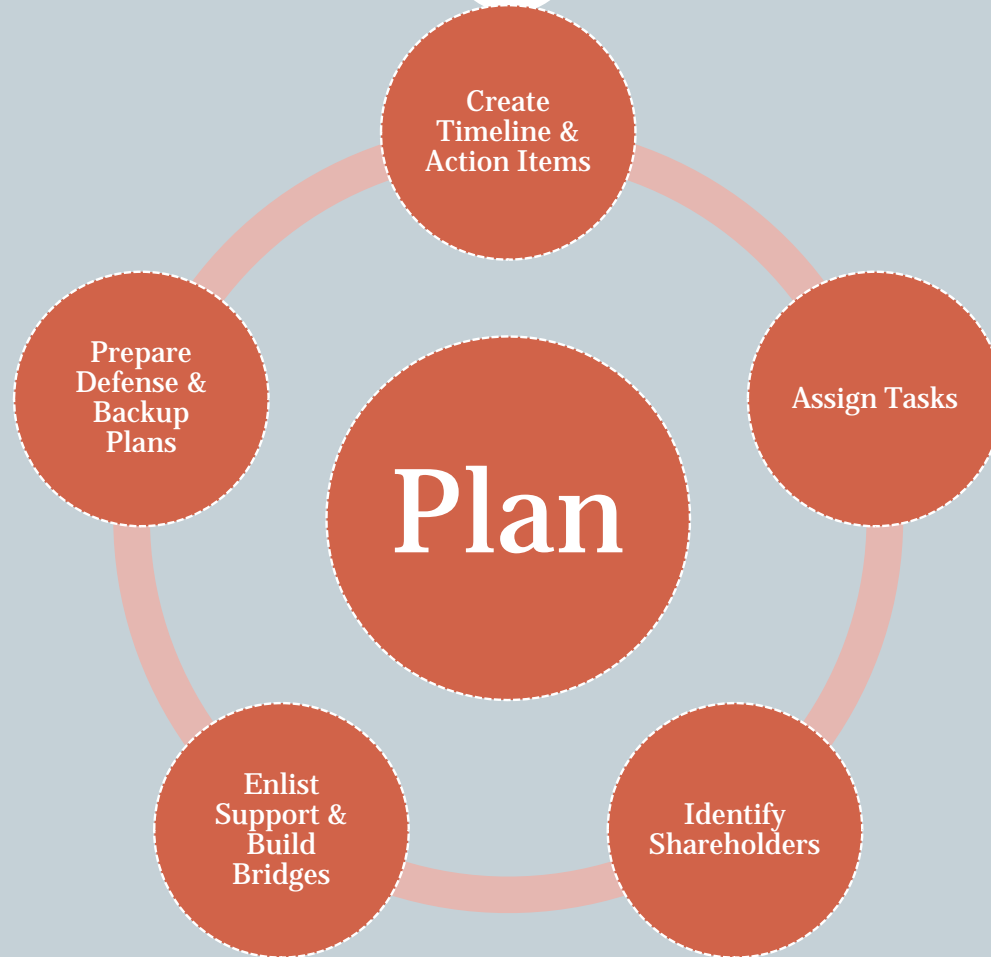
GATHER INFORMATION



DECIDE



PLAN



TAKE ACTION



EVALUATE



BOARD MEMBER ADVOCACY



**HOW TO BE AN AMBASSADOR OF YOUR
ORGANIZATION**

ADVOCACY TOOLS

- Letters
- Conversations
- Community Events
- Civic Participation
- Collaborations
- Emails
- Policy
- Testify
- Fact Sheets
- Position Papers
- Brochures & Flyers
- Talking Points
- Informal & Formal



SPEAKING TIPS FOR BOARD MEMBERS



- Understand the audience, the strategic goal for the speech, and the logistics for the event.
- Work with staff on the key talking points, and ensure that there is a specific “ask” or request for the audience to support the organization in some way.
- In the speech, describe why the organization is important to you, why you joined the board, and what personal commitment you have made to help the organization fulfill its mission.

SPEAKING TIPS FOR BOARD MEMBERS



- **Always include time at the end of the presentation for questions and answers.**
- **Determine whether the press will be present at the event, assume that the event is on the record.**
- **Leave behind brochures and other basic information that encourage the attendees to follow up with your organization.**
- **After the presentation, report to staff about the speech, the outcomes of the meeting, and any contacts that may require follow-up.**

EFFECTIVE MESSAGES



- On behalf of your organization.
- Tailor the message to the audience.
- Why your organization does what it does.
- Why is that work important.
- What the audience should think, feel, or do to support or take advantage of the organization's work.
- Meaty, easy to understand, and persuasive.

BUILD A MESSAGE TRIANGLE



Make a
personal appeal.

Make the problem or issue
relevant.

Define the problem or issue in terms of the
organization's mission.

SUMMARY



- **WHO ARE YOU?**
- **AMBASSADOR 24 HOURS A DAY, 7 DAYS A WEEK**
 - **PLAN STRATEGIC ADVOCACY**
 - **USE ABCs OF ADVOCACY**
- **COMMUNICATE EFFECTIVE MESSAGES**
 - **EVALUATE**

LESSON APPLICATION



**DEVELOPING AN ADVOCACY PLAN FOR YOUR
ORGANIZATION**

IDENTIFY NEED/PROBLEM/GOAL



There will be a new Executive Branch administration elected in Hawai'i in 2010. The Hawai'i Primary Care Association together with Aloha Care will be embarking on a joint effort to develop and foster a positive working relationship with the administration. We request that your community health center prepare an advocacy plan that will support and contribute to these efforts of the HPCA and Aloha Care. Please include in this plan (at a minimum), identification of how your CHC will contribute to this advocacy, identify partners in your communities who will support this effort, and a timeline of planned activities to achieve the desired outcome. Please share this plan with us by 11/01/2010. (3:45 p.m. today.)

DEVELOP POSITIVE RELATIONSHIP WITH NEW ADMINISTRATION 11/2010

