Encouraging Issue Advocacy: Strategies to Increase Advocacy Actions

Step One: Take the policy position (formal or informal) and turn it into a statement for various outlets:
- Be clear
  - State exactly what the issue is
  - Why it’s important (i.e., why someone should care; why it matters to specific organizations)
  - State exactly what the person should do and by when
- Provide supplemental materials if applicable or appropriate (e.g., links to other resources, report attachments, etc.)

Step Two: Request action
- Request behavioral action – multiple occasions
  - Make it as easy as possible
    - Use links to send petitions or sign letters
    - Provide scripts and phone numbers for calling legislators
    - Provide examples of letters or emails
- Balanced communication
  - Many people are inundated with emails, so don’t overdo it
  - For urgent issues, the frequency may increase

Step Three: Feedback on the state of the campaign
- Reporting back – on a regular basis
  - Develop a mechanism for tracking member responses
    - Request an email be sent to you saying the behavior was completed (and possibly how it went)
    - Use a tool that automatically collects behavioral actions (e.g., Change.org petition, Constant Contact email)
  - If you have a way to track advocacy-related behaviors, update on how many have completed the behavior
  - Create a visual manner of communicating the degree of response by members (map of USA with states covered, etc.)
- Reinforcement
  - If someone lets you know that they completed a requested behavior, say thank you