

Local Issue Advocacy

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We will begin the training at 8 p.m. ET / 7 p.m. CT



“Never doubt that a small group of thoughtful, committed citizens can change the world.”

**“Indeed, it is the only thing
that ever has.”**

–MARGARET MEAD

Goal for this session

- 1 **Identify** all the components of local advocacy work
- 2 **Express** that local change is possible and necessary for this point in time
- 3 **Feel** a sense of community with the group

Tonight's agenda

Welcome and Introductions

Local organizing examples

Expectations & overview

Applying advocacy – problems and issues

Synthesis

Closing & next steps



Guided worksheet

[BIT.LY HERE](#)

**When was the first time
you remember observing
your community change
for the better?**



WE ARE OFA

Local Issue Advocacy Foundations

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Local Level Examples

**Montgomery
Bus Boycott**

**Little Village
Coal Plants**

**South
Carolina
Buses**

**What makes you excited
as you think about working
at a local level?**

**Be ready to share your name, city, and answer
to the above question with the group.**

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Goals

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- 3 To explain current legislation surrounding their issue, and take appropriate action
- 4 **To analyze the barriers and challenges that we face as we implement our campaign plans, and persevere strategically**

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- 2 To identify all the components of successful coalitions, and apply these elements of building a coalition in their community
- 3 To explain current legislation surrounding their issue, and take appropriate action
- 4 To analyze the barriers and challenges that we face as we implement our campaign plans, and persevere strategically
- 5 **The develop a community of learners that support, push, challenge, and celebrate each other**

**We believe in your
leadership.**

Our learning journey

Week 1: Introductions; advocacy overview

Week 2: Workshop

Week 3: Foundations of coalition building

Week 4: Workshop

Week 5: Identifying legislation

Our learning journey

- Week 6:** Workshop
- Week 7:** Writing your campaign plan
- Week 8:** Workshop
- Week 9:** Running into barriers
- Week 10:** Closing synthesis and next steps



STRATEGY METAPHOR

Greek helmsman

Questions?

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**In the beginning,
the organizer's first job
is to create the issue
or problems.**

What do we mean by advocacy?

Cause

Advocacy is an active promotion of a cause or principle

Actions

Advocacy involves actions that lead to a selected goal

Community

Effective advocacy uses the strengths of community members

Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.

Essential Components

Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.

Understanding the issue

Recognizing allies

Landscape of legislation

Developing a plan for advocacy

Essential Components

Advocacy usually involves getting government, business, schools, or large institutions to correct an unfair or harmful situation affecting people in the community.



**Understanding
the issue**

Problems vs. Issues

Problems =
Broad areas of concern

**Examples: unaffordable health care,
pollution, unemployment**

Issues =
Solution or partial solution
to a problem

Example: enacting a local
clean energy plan

Reflection

Think about what brought you to this work.

- How would you currently describe the problem that your community is facing?
- How would you describe the issue you are working on?
- Type your answers **on this google doc**, and be ready to share!

Breakouts

Indicators of good issues....

- Result in the improvement of people's lives
- Make people aware of their own power
- Be winnable
- Be widely felt
- Be deeply felt
- Be easy to understand
- Have a clear decision maker
- Have a clear time frame
- Be consistent with your values and vision

Group share

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Debrief

**What ways do you want
to narrow your issue?**

What challenges do you foresee?

Next session

Thank you for joining today's webinar.

Please fill out the survey below and give us
your feedback on today's training.

bit.ly/AdvocacyBeliefs