ADVOCACY 101

BUILDING AND POLISHING YOUR LEADERSHIP AND ADVOCACY SKILLS!
QUESTIONS

What is an advocate?
What do successful advocates do?
What does it mean to advocate?
ADVOCACY:

- The word literally comes from the Latin verb “vocare” “to talk”
- And “ad” which means “to”
- “Advocate” literally means “to speak to”

It’s about speaking to one person – or to many people!
Advocates are communicators!
What fears do you have about doing advocacy?

What about it causes concern for you?
QUESTIONS

• What distinguishes people who are successful at advocacy?
• What makes them successful?
SUCCESS = PLANNING

- Successful advocates plan!
- Successful advocates see themselves as part of a campaign
- Importantly: successful advocates use two forms of persuasion
  - Factual
  - Personal
PERSUASION

FACTUAL PERSUASION

- Making a logical case for investing in a particular cause; why it is important!
- Using numbers and facts
- Show how it will benefit people and society

PERSONAL PERSUASION

- Demonstrating your passion for the cause
- Showing why it matters to you
- Building the personal connection and creating a sense of purposefulness
- This is what causes people to listen to you!
CRITICAL FACTOR IN SUCCESSFUL LEADERSHIP IS PASSION

THE FOUR H’S

- HONOR
- HUMILITY
- HUMOR
- HEART – leaders have a passion for what they do and press on in the face of disappointment & loss

HEART

Leaders have a passion for what they do and press on in the face of disappointment and loss (because they believe in their cause).
EXERCISE I

TELLING YOUR PERSONAL STORY!

- You have 10 minutes with a city council member in a casual setting.
- You are trying to persuade he or she to support additional funding for urban greening.
- You’ve got a great factual case. You can explain why this investment is important and what the return on investment will be.
- Before making the factual case, you’re going to tell them why this matters to you.
- Imagine spending 1–2 minutes talking about your passion.
PREPARE TALKING POINTS FOR YOUR PERSONAL STORY

Why are you passionate about this cause?
When did you become passionate?
What triggered it?
Who inspired you?
How did you translate your passion into action?

What’s a specific example of an impact you’ve made?
How have you personally experienced the benefits?
How great is your passion? What will you continue to do to make an impact and help this cause?
Given your personal story, why are you asking this person for their help and support?
TELL YOUR PERSONAL STORY

❄️ Practice: Tell your stories to a colleague and/or someone unfamiliar with your cause.

❄️ Ask for constructive feedback; what might be improved.
Investing in you! Growing and refining your skills.

Advocacy is about “your story”.

Addressing fear, planning & persuasion.

Telling your personal story is everything.

Practice to develop your advocacy skills & confidence.
Find more resources at caufc.org