



# Your Advocacy Plan

Yes, you need one!

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**Advocacy**  
– the active support of an idea or cause etc.; especially the act of pleading or arguing for something.



# Steps to Effective Advocacy

- Establish Advocacy Goals
- Get to know your Audience
- Develop Key Messages
- Build an Advocacy Team
- Create an Action Plan



## Section 1: Setting Goals

Before you do anything  
you need to know what you want.



Before you make a move  
you need to know where you're going.



Brainstorm some key issues and name your top three.

Action Step #1: Determine your key issues

1.

ex. Municipality wants to rezone the land around your grounds to “residential”.

2.

3.



Prioritize your key issues – is there one that stands out? Reword your priorities as “goals” – short, medium and long term.

Action Step #2: Determine your goals			
1.	<table border="1"><tr><td>Ensure that the land surrounding the fairgrounds does not get rezoned to “residential”</td><td><u>Term</u> Long</td></tr></table>	Ensure that the land surrounding the fairgrounds does not get rezoned to “residential”	<u>Term</u> Long
Ensure that the land surrounding the fairgrounds does not get rezoned to “residential”	<u>Term</u> Long		
2.	<table border="1"><tr><td>Present case to municipal council at next meeting</td><td><u>Term</u> Short</td></tr></table>	Present case to municipal council at next meeting	<u>Term</u> Short
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3.	<table border="1"><tr><td></td><td><u>Term</u></td></tr></table>		<u>Term</u>
	<u>Term</u>		



## Section 2: Develop your Message

So you know what you want and where you want to be. How do you tell your story? Different “audiences” need to be told in different ways.

Consider:

- Who are your supporters now?
- What key decision-makers do you need on-side?
- What other groups need to hear your message?
- Who can get your message heard?



# Brainstorm your potential audiences

Action Step #3: Name your key audience		
1.	Local Municipality	
2.	Surrounding Neighbours	
3.	MP, MPP/MLA	



# Think about your message from the audience's perspective

Action Step #4: Get to know your key audience		
Audience	Why your issues are important to them	
Local Municipality	1. More residences increases population, increases tax base	
	2.	
	3.	
Surrounding Neighbours	1. \$\$\$ sale of land	
	2. or maintain/respect heritage of fair	
	3.	
MP, MPP	1. Economic growth for riding	
	2. or support agricultural context and integrity of riding	
	3.	



# Your Key Message should be:

- Simple, clear and easy to remember
- Persuasive by putting a human face on the issue
- Compelling enough to capture your audience's attention
- Short and pithy, containing less than 20 words – one powerful sentence
- Clear about the problem, why your audience should be concerned and how to solve it

# MADE to STICK

## SUCCESS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)

PRINCIPLE 1



**SIMPLE**

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?

PRINCIPLE 2



**UNEXPECTED**

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3



**CONCRETE**

To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4



**CREDIBLE**

Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)

PRINCIPLE 5



**EMOTIONAL**

People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)

PRINCIPLE 6



**STORIES**

Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning's World Bank tale) help people see how an existing problem might change.



[www.MADEtoSTICK.com](http://www.MADEtoSTICK.com)

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**Action Step #5: Message worksheet**

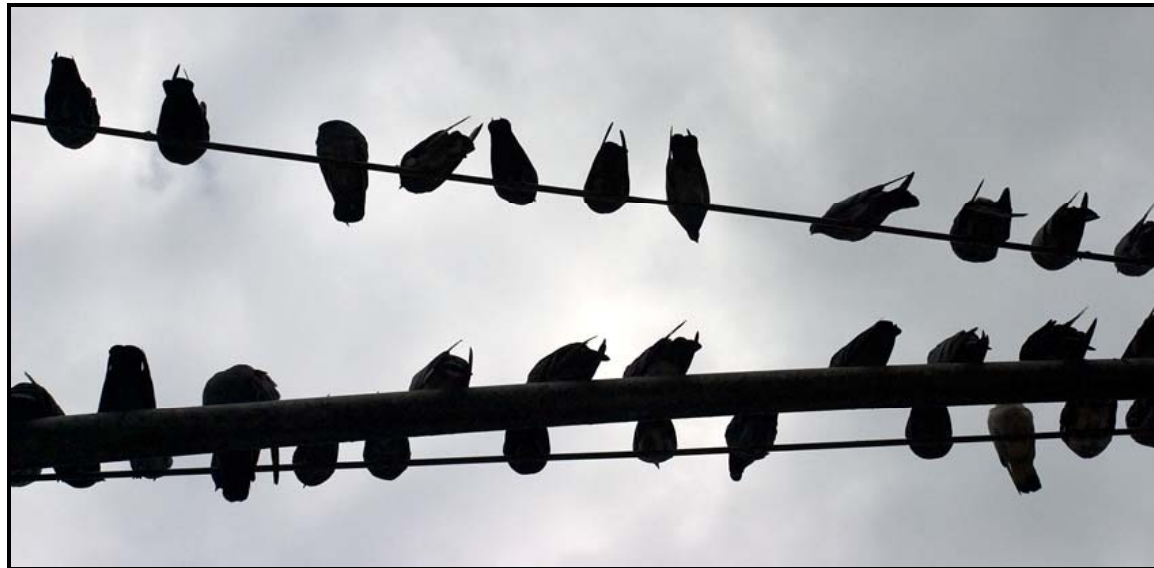
<b>Goal:</b>	Stop the rezoning to Residential ... or at least achieve a compromise that allows normal and ongoing growth and operations of the fair.
<b>Objectives</b> <i>(what do you want to have happen?):</i>	
<b>Key message</b> <i>(under 20 words):</i>	Continue supporting and receiving support from your Ag. Society by ensuring appropriate zoning for the agricultural grounds and surrounding areas.
<b>Audience:</b>	Local Municipality
<b>Why is this important to them?</b>	<ol style="list-style-type: none"> <li>1. For: increased tax base</li> <li>2. Against: continued agricultural heritage, pride in community</li> <li>3. Against: supporting volunteers (voters), important gathering place</li> </ol>
<b>Examples/Stories/Facts supporting this message:</b>	<ol style="list-style-type: none"> <li>1. Economic/social impact of your event on municipality</li> <li>2. Stories re heritage and the fairs part in that</li> <li>3. Emergency centre, special events, etc.</li> </ol>



## Section 3: Delivering your Message

You have your goal, your message is clear, credible and easily understood. Now you need the “team”.

Who’s going to help you tell your story?





<b>Action Step #6: Name your network</b>			
	<i>Network</i>	<i>How to strengthen relationship</i>	
	<b>Internal</b>  Board of Directors Volunteers/Staff	  <b>Involve/support them</b>	
	<b>External</b>  Friends/Family Service Organizations Suppliers		



# Designate a Spokesperson

No matter the issue, your organization should always have a designated go-to person.

- Confident and dynamic
- Knows your messages and is skilled at delivering them
- Can answer difficult questions under pressure
- Able to give “sound bites”



# How to Deliver the Message

- WHO is the audience?
- WHAT is the best way to tell the story to that audience?
- WHEN is the deadline?
- HOW much will it cost?
- WHY is this the best way to get to this audience?



## Some common ways to tell the story:

- Media – newspapers, radio, TV
- Web site and social marketing
- Print materials – newsletters, flyers, tent cards
- Visits – to politicians and interested groups
- Partnerships
- **ONE ON ONE IS THE MOST POWERFUL**



# Timing is Everything!

Action Step #7: Anticipate annual or upcoming events for leveraging your goals		
Date	Events	Goals?
	Festivals	
	Service Organization events	
	Canada Day etc.	
	Public meetings	
	Zone meetings/Provincial Convention	



# Pulling it all Together

Action Step #8: Advocacy timeline				
<i>Goal:</i> Stop the rezoning to Residential ... or at least achieve a compromise that allows normal and ongoing growth and operations of the fair.				
<i>Message:</i> Continue supporting and receiving support from your Ag. Society by ensuring appropriate zoning for the agricultural grounds and surrounding areas.				
<i>Desired Outcome:</i> No rezoning of the land surrounding the fairgrounds				
<i>Coinciding event activities?</i>				
	<i>Activity</i>	<i>Volunteers Involved</i>	<i>Start Date</i>	<i>End Date</i>
	Local council hot-seat meeting	President of Board		
		Or official spokesperson		



## Section 4: Reaching out to Politicians

- Do your homework
- Get to know your politicians and their staff – be a resource and a problem solver
- Have a clear message and request for action
- Keep them informed of your concerns and successes
- Always say “thank you” before you say “please”
- Be concise
- Strength in partnerships – as long as they have a unified voice.



## Section 5: Reaching out to the Media

- Decide who to target and how
- Cultivate media relations
- Have a compelling story to tell
  - Newsworthy
  - Piggybacking on existing story
- Pitch to the media
- Time your pitch well



## Resources:

[www.heathbrothers.com](http://www.heathbrothers.com)

[www.charityvillage.ca](http://www.charityvillage.ca)

[www.imaginecanada.ca](http://www.imaginecanada.ca)

[volunteer.ca/volunteer/pdf/boardadvocacymanual.pdf](http://volunteer.ca/volunteer/pdf/boardadvocacymanual.pdf)

[www.ruralnovascotia.ca/tacklebox/default.asp](http://www.ruralnovascotia.ca/tacklebox/default.asp)

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