

2018 CHHSM ANNUAL GATHERING
Nollau Leadership Institute
Class of 2018 - Team HARMONY
March 1-3, 2018



Advocacy Checklist – How to Develop Your Story and Make it Resonate

1. What is the issue? What are you trying to accomplish?
 - a. Do you have measurable outcomes and/or solutions?
2. Who is your audience?
 - a. There may be more than one audience, and your message needs to be tailored to each stakeholder
3. What is your **CALL TO ACTION**?
4. What stories do you have to tell that will have an impact?
 - a. Does the story have a solution, not just a problem?
 - b. Is the story visual?
5. Who will tell the story?
 - a. People respond and act when the appeal is emotional
 - b. Personal stories with a call to action
 - c. Don't just give the facts and figures, tell the **WHY**
6. How will you share the story?
 - a. Doesn't have to be an expensive, professional video, but it must tell a story
7. Who is on your team – what are their strengths?
 - a. Develop an advocacy team and establish strengths, experience and talents
8. What is your budget? (if you have one)

9. Can you develop an Advocacy Infographic for a leave-behind
10. Social Media – where are you? Facebook, Twitter, Snapchat, Instagram, Musically, You Tube?
11. Do you have a website? A verified Google place?
 - a. Do you have a page that people can visit for more information?
 - b. Make sure your webpage has a call to action
12. Do you have any influential advocates? Public figures, large donors, etc.
13. Do you have members willing to share the story in person?
 - a. Training for those individuals on how to present
 - b. Do you have a “closer” on the team
 - c. Bring it back to the story at the end and make the **ASK**
14. How will you answer the questions/critics?
 - a. Develop talking points so that everyone on the same message
15. Follow-up with your supporters and thank them, share the success story

Other Resources:

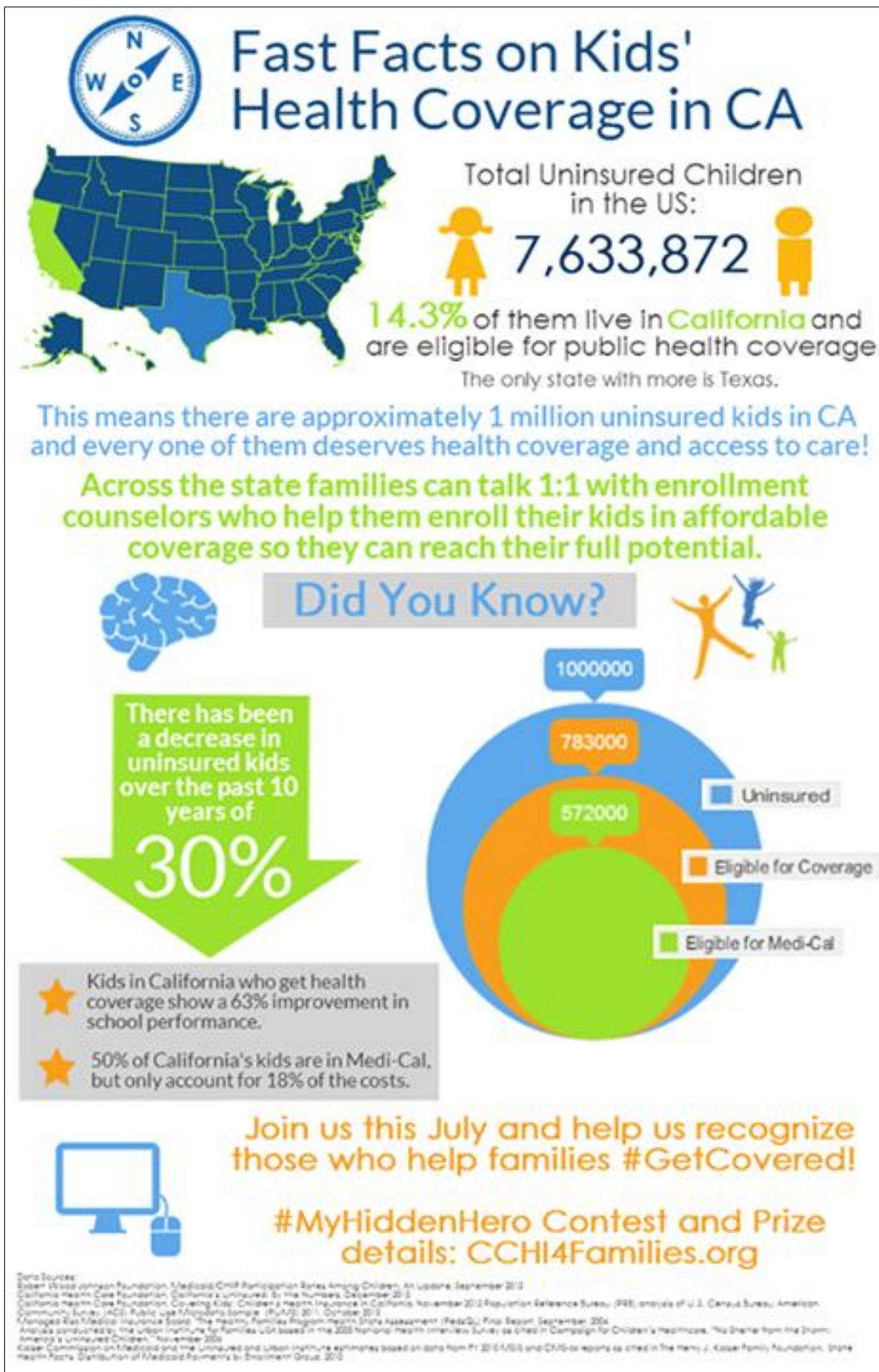
Pew Research Center – Faith on the Hill report

<http://www.pewforum.org/2017/01/03/faith-on-the-hill-115/>

Social Media/Video:

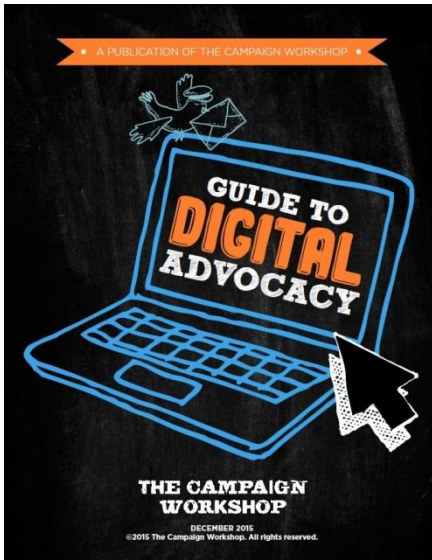


Save the Bronx Zoo video: <https://www.youtube.com/watch?v=LHGufPUnLo>



Guide to Digital Advocacy:

Download from: <https://www.thecampaignworkshop.com/guide-to-digital-advocacy>



Shared Mission/Vision/Values:

