

# Advocacy 101 Workshop

## THE GOALS FOR THIS TRAINING ARE:

- Participants will explore the 50CAN Advocacy Framework
- Participants will review four advocacy strategies and discuss the benefits and shortcomings of each
- Participants will discuss goal setting and the politics of goal setting
- Participants will practice advocacy through the advocacy case study
- Participants will gain a general framework for how the world works
- What do you want to take away?

# Introductions

## AGENDA FOR OUR TIME TODAY

- ① Introduction
- ② Advocacy case study
- ③ Understanding advocacy and the motivation of Advocates
- ④ Advocacy Sequencing: Doing things in the right order
- ⑤ Setting campaign goals
- ⑥ Selecting a strategy
- ⑦ Picking aligned tactics
- ⑧ Concluding case study
- ⑨ Questions and evaluation

# Try it for yourself

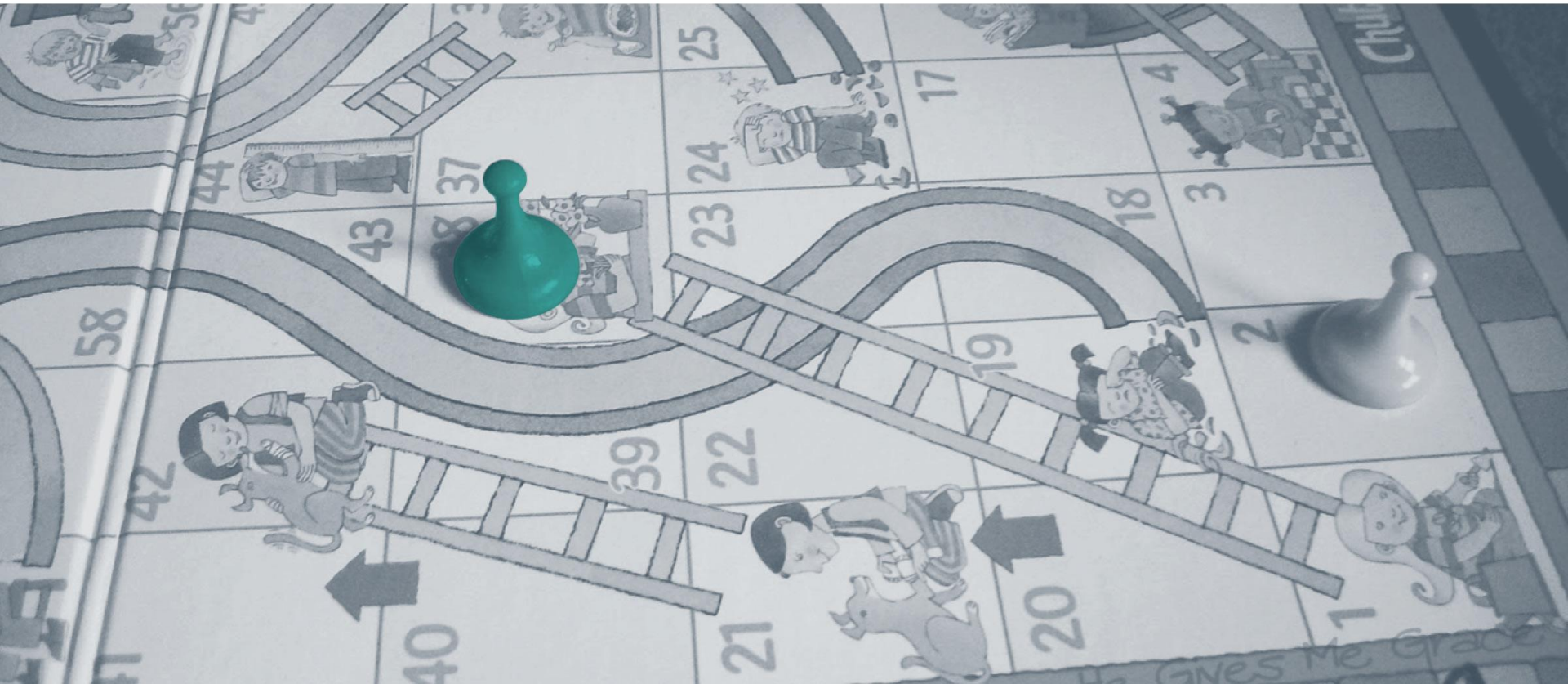
## SCENARIO

Last week, a ten-year-old boy on a bicycle was hit by a car speeding around a corner in your neighborhood. The boy broke his leg. You and a few neighbors have gotten together to discuss the situation and how to prevent another such accident—or worse—on your streets. One neighbor suggested installing a speed bump on the road at the corner. You're getting together to discuss that and other strategies.

## TASK

Split into pairs. Come up with a plan to prevent another accident from occurring. Some questions to answer include what actions would you take? Who would be your intended audience for these actions?

# When you don't know the rules



**What is  
advocacy?**

**Being right  
isn't enough.**



*“Organized people who are wrong will almost always beat disorganized people who are right.”*

—Denis Calabrese

LAURA AND JOHN ARNOLD FOUNDATION

*“All that is necessary for  
the triumph of evil is that  
good men do nothing.”*

—Edmund Burke

POLITICIAN AND STATESMAN (1729-1797)

Why we're  
advocates:  
Our stories

THE RIGHT COURSE OF ACTION

# Don't skip steps

Clarity  
of goals



Matching strategy  
to environment




Select winning  
tactics



## THE RIGHT STRATEGIES BEHIND THE CHANGE


# How do policies change—and how can advocates affect that change?

### **Elite negotiations**




Current leaders come together to alter the status quo through trading and compromise.

### **Social movements**




A large number of people become organized over time to change the status quo.

### **Expert communities**



Experts debate ideas over time and—either through continued debate or consensus—end up influencing public policy.

### **Emergent networks**



Change emerges through trial and error with good ideas being field tested, adopted and adapted.

# Elite negotiations

## SUCCESS FACTORS

- Salient public problem framed as urgent in their home districts/communities
- Well understood, credible policy option
- Aligned political incentives for key elites



# Social movements

## SUCCESS FACTORS

- Framing issue as profound injustice and/or crisis with clear and compelling call to action
- Ability to tap emotions of the populace
- Compelling spokespeople
- Well-organized supporters



# Expert communities

## SUCCESS FACTORS

- Well defined but complex public-policy problem
- Authoritative community of experts with consensus view on appropriate guidance
- Institutions for expert-policy maker dialogue





# Emergent networks

## SUCCESS FACTORS

- Recognized thought leaders validate “promising”/ “innovative” practices
- Individual and organizational incentives for innovators to join and contribute to community of practice
- Policymaker interest in translating practice into public policy/investment



THE RIGHT STRATEGIES BEHIND THE CHANGE

# Mini Tactics Toolkit I've got my strategy. What's the best tactic to use?

## Elite negotiations

- Lobbying
- Bill drafting
- Electoral work



## Social movements

- Grassroots mobilizing
- Messaging
- Protests



## Expert communities

- Testimony
- Amicus brief
- Legal action



## Emergent networks

- Experimentation
- Convening
- Networking



**Case Study Discussion –  
MinnCAN's School  
Emergency in Effect**

**Share out**

A diagram of an iceberg floating in a circular frame. The top part of the iceberg is above the water line, and the bottom part is below. A horizontal line represents the water surface. To the left of the iceberg, there are two brackets. The top bracket is labeled 'Policy win' and spans the visible part of the iceberg. The bottom bracket is labeled 'Continued advocacy' and spans the entire height of the iceberg, including the submerged part.

Policy win

Continued advocacy

**Policy win  
≠  
mission  
accomplished**

# Want to stay involved?

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