The Six Steps to Successful Advocacy

1. Know the Issue
   - Know the issue and speak to it as if it’s an important issue to the decisionmaker.
   - Always consider the opponent’s point of view and prepare counter points.

2. Research for Background and Impact
   - Use a systematic approach to gather information to educate yourself; clarify understanding and develop a summary of key points.
   - Review national standards and whitepapers from professional organizations, federal agencies, and/or foundations.

3. Prepare Materials
   - Work with co-organizers to prepare materials.
   - Remain mindful and align the “ask” with core metrics important to the organization.

4. Make Meetings That Work
   - Set up meetings with gatekeepers—the people with access to decisionmakers.
   - Remain objective, leverage data and storytelling, and remember to be succinct.
   - Build on feedback to refine the “ask” to make it “yesable” to decisionmakers.

5. Follow Up Strategically
   - Engage your supports, follow up, and meet with team to debrief.
   - Keep decisionmakers informed and updated on progress.

6. Reinforce and Celebrate Successful Advocacy Outcomes
   - Partial success is a positive gain.
   - Build on the small wins to help inform next steps.
   - Build upon the relationship with gatekeepers and share credit.