

Minnesota Gerontological Society Center on Aging MAGEC

Co-sponsored Webinars



Empower Change Through Advocacy
with **Jodi Boyne**, Vice President, Public Relations
LeadingAge Minnesota

5 Steps of Advocacy





Planning

Purpose, Principles and Objectives of Advocacy





Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c

Advocacy... the act of support to produce a desired change.



Principles of Advocacy



Advocacy Objectives

- Tackle root causes of issue and bring forward positive change.
- Elevate awareness to build broader support for your cause.
- Bring direct, real life experience to decision making process.
- Influence decisions and decision makers that directly impact your cause.



Advocacy Plan: The Issue

Identify the
Problem

Set the Goals

Understand
the Issues

Decide
Objectives

Identify
Outcomes



Asking the Right Questions

Identifying the Problem & Solution

- What is our vision
- What is the problem we are facing
- How do we want to solve it
- What are our outcomes
 - Community action or involvement
 - Funding
 - Public policy at city, state or federal level
 - Political and/or public will



Advocacy Plan: The Influencer

Recognize
Allies

Identify
Resistance

Know
Strengths &
Weaknesses

Design
Strategy

Identify
Outcomes



Asking the Right Questions

Identifying Influencers & Decision Makers

- Who could make that solution happen
 - Who are our allies
 - Who are our opponents
- What will persuade and enable them to do this
 - Why do they care – align with their values
 - What is the benefit to them
 - Who are their trusted advisors
 - Who else in their constituency is impacted



Asking the Right Questions

Telling Our Story

- What is our message
- Who is the best person to tell our story
- How do we get them to listen
- What tools do we use to reach them





Development

Core Essentials for Effective Advocacy



Frame the Ask

- Research your issue
- Develop key message
- Develop supporting materials
- Develop timeline



Research

Data

- Support emotional call to action
- Defeat resistance arguments

Contacts

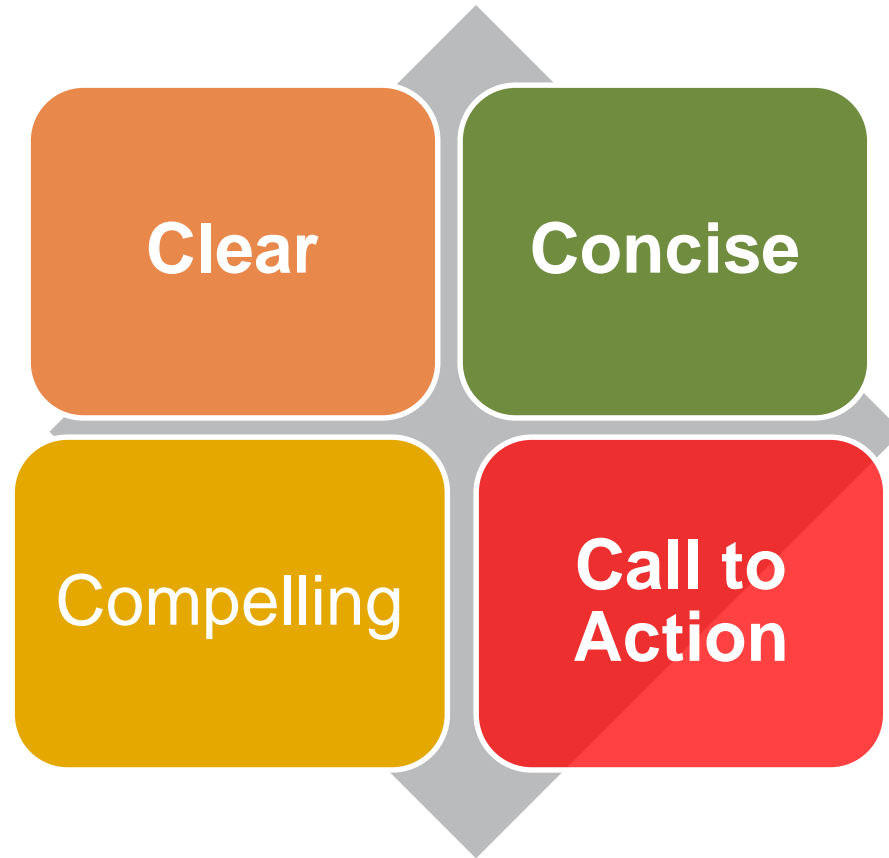
- Decision makers
- Influencers
- Storytellers

Opportunities

- Key decision points
- Leverage events and activities



Key Messages



Materials

- Key Messages
- Fact Sheet
- Infographics
- Presentation
- Introductory and thank you communication
- Testimonials
- Key contact lists
- Letters to the editor, news releases, op-eds
- Social media posts



Timeline

Important Dates

- Key hearings
- Policy, budget deadline
- Local meetings and events

Push Pull Opportunities

- Proactive Distribution
- Potential Reaction
- Crisis Communication



Case Study



Helen
got old.

The nerve of some people.

In a society that doesn't like to think about aging, consider: our senior population is about to double.

Growing old should be the reward for a life well lived. But we have to face facts: our rapidly growing senior population is going to need the support of their families, friends, communities—and even lawmakers. Instead of writing off the last great chapter of life, let's all work together to change how we support aging.

Helen is living the last great chapter now. If you're lucky, one day, it will be you. Discover more about how you can help at FaceAgingMN.org.





Recruitment

Amplify Your Voice Through Effective Coalitions

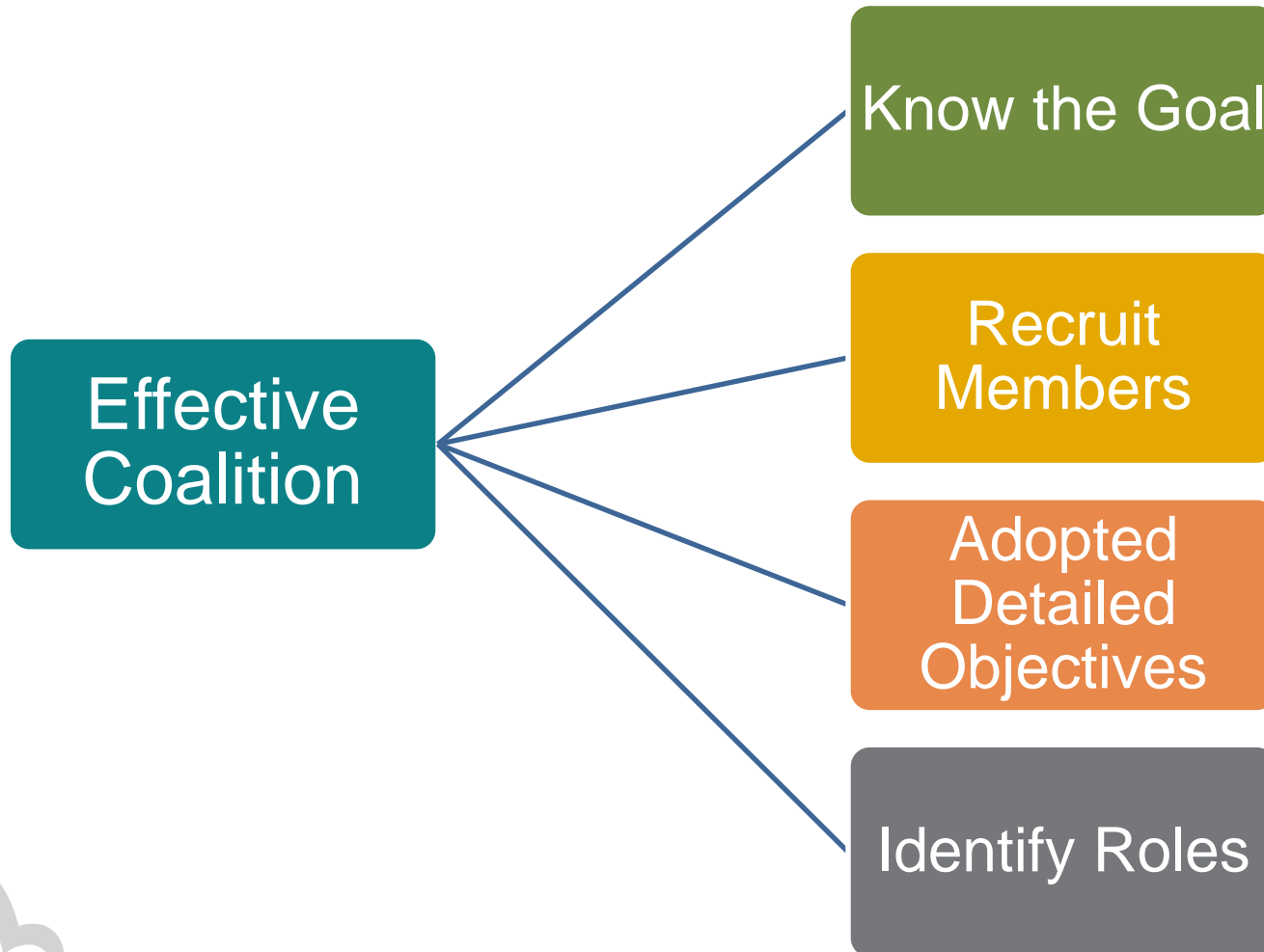


Benefits of Coalitions

- Expertise
- New ideas
- Funding opportunities
- Community outreach
- Greater legitimacy
- More resources



Building Effective Coalitions



Best Practice: Coalitions



Barriers to Success

- Loss of autonomy
- Lack of consensus
- Inadequate participation
- Lack of leadership



Case Study



The 5% CAMPAIGN
Committing to Life in the Community for
People with Disabilities & Older Adults





Engagement

Mobilize Your Resources



Engagement Resources

- Meetings and hearings
- Community Events
- Petitions
- Community Influencers
- Newsletters
- Media
- Social Media



Engaging Lawmakers

- Tailor message to lawmaker interest.
- Provide brief, clear and compelling statements.
- Tell personal stories. Use your constituency.
- Support your case with facts.
- Listen carefully.
- Ask for their support, and make the ask clear.
- Thank them for their time.



Lawmaker Follow-Up

Support

- Thank them
- Thank them publicly
- Convert them from support to champion

Neutral

- Gain better understanding of concerns.
- Continue to communicate.
- Mobilize influencers on your behalf.

Oppose

- Stay cordial.
- Thank them.
- Attempt to resolve opposition.
- Move on.

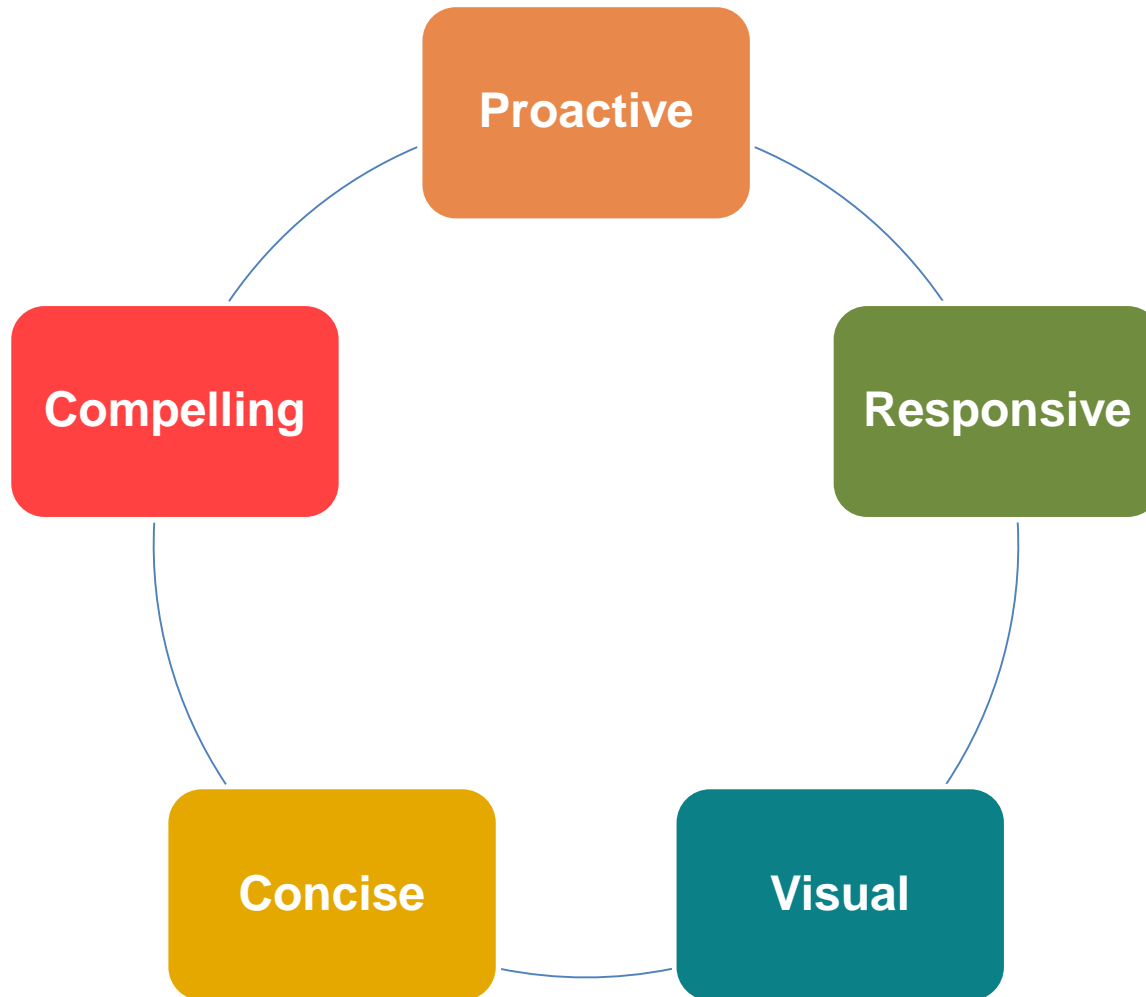


Engaging Media

- Publicity is a major element in an effective advocacy campaign.
- Develop and maintain relationships with key reporters and assignment editors.
- Leverage stories from your field the media may cover with your advocacy campaign.



Best Practices: Cultivate Media



Engaging Citizen Advocates

- Social media is a must use tool in advocacy.
- Amplify your efforts by reaching more people, in more places faster than ever before.
- Use specialized tools exist to reach people.



Best Practice: Get Social

Strategic Review

- Clarify goals and objectives
- Identify best tools
- Evaluate time and resources

Start Small, Build Momentum

- Select one platform to start
- Build content, cross promote
- Share, Share, Share





Evaluation

Tracking the Success of Advocacy



Why Monitor and Evaluate

- Enable you to understand what factors and approaches led to change
- Improve advocacy strategies
- Be accountable to donors and internal/external stakeholders
- Adapt to reflect new strategies that will help achieve outcomes and build momentum.



What to Evaluate

Long Term Outcomes

- Change in policy, legislation and/or budgets

Incremental Progress

- More effective coalition
- Changes in conversation
- Media coverage
- New champions



How to Evaluate

- Interviews with influencers, stakeholders
- Polling
- Media tracking
- Social media tracking
- Supporter list
- Fundraising





Summary





inspire + *empower* + *change*

- Gather allies
- Create structure
- Do your homework – issues and contacts
- Define message
- Create communication network
- Cultivate media and citizen advocates
- Secure incremental progress
- Keep long view in mind



**Minnesota Gerontological Society
Center on Aging
MAGEC**

Questions?

Contact info@mngero.org

39th Annual MGS Conference: Friday, April 24
Designing Our Destiny: Aging Ain't For Sissies
Challenges, Opportunities, and Affordability

Breakfast Plenary: Dave Durenberger, former U.S. Senator from MN
Early Bird Registration at mngero.org