From Education to Action

Part 1: Fundamentals of Advocacy

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New York Library Association
AGENDA

Fundamentals

Roadmaps
   Audience Engagement
   Advocacy

Crafting Your Message
   Individual
   Business

Advocacy Tools
Today is Tuesday.
WHAT IS ADVOCACY?

Advocacy (noun)

Public support for or recommendation of a particular cause or policy.

1. Self
2. Individual
3. System
SELF ADVOCACY

- Self-advocacy is speaking up for oneself

- Self-advocacy refers to an individual's ability to effectively communicate, convey, negotiate or assert his or her own interests, desires, needs, and rights (VanReusen et al., 1994)

- Self-advocacy means
  - Understanding your strengths and needs
  - Identifying your personal goals
  - Knowing your legal rights and responsibilities
  - Communicating these to others
INDIVIDUAL ADVOCACY

- Individual advocacy can be one person or a group

- There are two common forms of individual advocacy - informal and formal advocacy
  - Informal: Parents, friends, family members or grassroot organizations
  - Formal: Organizations, agencies and registered firms with paid staff for the purpose of advocacy
SYSTEM ADVOCACY

- Systems advocacy is about changing policies, laws or rules that impact how someone lives their life

- System advocacy can target the local, state, or national level
“Tell me and I forget. Teach me and I may remember. Involve me and I learn.”

Benjamin Franklin
WHAT IS AN AUDIENCE ENGAGEMENT MAP?
AUDIENCE ENGAGEMENT ROADMAP

IDENTIFY

EDUCATE

ACT
Relational
Ideological
Access

Aversion
TIME FOR ACTION
Elected Officials: Local, State & Federal Officials

Government Officials: Municipal officials, City managers, Heads of agencies

NGOs: Bill & Melinda Gates Foundation & YMCA

Media: Micro, Local, State-wide, National

Businesses/Business Leaders: Businesses with commitments to the community and local

Opinion Leaders: Influential members within the issue-area

Professionals: Stakeholders and Credible Sources

Community: General & Personal (Patrons)
“A good strategy, like a good route through new terrain, 
doesn’t just rely on the roads you know. It starts where you 
are, ends where you want to go and provides a good, plausible 
route in between.”

Jim Shultz, The Democracy Owners Manual
1. Identify the issue
2. Set the objectives
3. Identify the targets
4. Develop key messages
5. Consider partnerships
6. Develop an action plan
7. Monitor and evaluate
8. Review and adapt
9. Follow up!
STOPS 1-3

1. Identify the Advocacy Issue
2. Set Long, Medium and Short-Term Objectives
3. Identify the Right Targets (AEM)
STOPS 4-6

4. Define Key Messages

5. Consider Partnerships and Networks (AEM)

6. Develop a Timely Action Plan
STOPS 7-9

7. Monitor and Evaluate
8. Review and Adapt
9. Follow up
STORYTELLING AS A FORM OF ADVOCACY
WE ALL HAVE STORIES TO TELL...
STORY LOGIC

1. Set the Stage
2. Describe the Challenge
3. Convey the Struggle
4. Highlight the Turning Point
5. Show Resolution
6. Reach Closure
<table>
<thead>
<tr>
<th>The Structure</th>
<th>Your Story</th>
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<tbody>
<tr>
<td>Introduce your hero.</td>
<td></td>
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<tr>
<td>Describe the problem.</td>
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<tr>
<td>Describe the library intervention.</td>
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<tr>
<td>Connect the intervention to a happy ending.</td>
<td></td>
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<tr>
<td>Connect that intervention to the work of your library.</td>
<td>You can slip in ONE fact here.</td>
</tr>
<tr>
<td>Connect the solution to the priorities of your decision maker.</td>
<td></td>
</tr>
<tr>
<td>Connect the ask to the priorities of your decision maker.</td>
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WHEN IN DOUBT...

- Simple Language
- Force of Empathy
- Back Your Stories with Data
- Include a Call-to-Action
REMEMBER...

Tailor The Story According To Your Audience
STORYTELLING FOR ORGANIZATIONS & BUSINESSES
• Focus on the Audience
• Laying It Out
• Resolution = The Ask
FORMATS FOR ADVOCACY

- Lobbying or Direct Communication
- Campaigning
IN-PERSON

- Meetings
- Workshops & Training Opportunities
- Marches & Gatherings
- Public Hearings
- Special Events
VIRTUAL MEETINGS
CAMPAIGNING: TANGIBLE MEDIUMS

- Letter
- Newsletter
- Brochure & Pamphlet
- Briefs
- Invitations
- Op-Eds
- Billboards & Banners
- Wearables
CAMPAIGNING: ELECTRONIC OPTIONS

- Email
- Take Action Campaigns & Petitions
- Surveys & Polls
- Vlog/Blog
- Radio
- Social Media Platforms
- GIFS
- Photographs & Video
BEYOND THE BASIC POST: SOCIAL PLATFORMS

- LIVE STREAMING
- PROFESSIONAL PLATFORMS
- BRANDED ACCOUNTS
- ADVERTISEMENTS
- BANNERS & FRAMES
The Wrap Up
Building People's Self Advocacy Skills: An Introduction to the Right Question Strategy
Tuesday, November 24
Presenters:
   Luz Santana (She/Hers), Co-Director of the Right Question Institute
   Yeja Dunn (They/Them)

The Legislature & Libraries
Tuesday, December 15
Presenters:
   Members of the State Legislature

Empowerment through Self Advocacy
Tuesday, January 19
Presenters:
   Donna Collins, Editor of Buffalo Business First
   Liz Benjamin, Managing Director of Marathon Strategies
   Lauren Moore, State Librarian
   Jordine Jones, Chief of Staff for Senator Alessandra Biaggi
Growing Genuine Community Support  
Tuesday, February 16  
Presenter:  
Brian Hildreth, Executive Director (Southern Tier Library System)

From Your Hometown to the Capitol  
Tuesday, March 9  
Presenters:  
Briana McNamee, Director of Government Relations & Advocacy (NYLA)  
Megan Murray Cusick, Assistant Director for State Advocacy (ALA)
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