

SEVEN ADVOCACY PRINCIPLES

- 1. Know your issue and talk about what you know.**
 - What’s the problem? What’s the best solution?
- 2. Provide information, but keep it digestible.**
 - Information is the coin of the realm in advocacy. It’s one of the important things you have to offer policymakers. Help them understand your issue and why it should matter to them, but don’t give them too much—they won’t read it.
- 3. Build relationships.**
 - You need to know the people who make the decisions, and you need them to know you. And this is very important: *make your friends before you need them.*
- 4. Know the System.**
 - Who are the decision makers? Involve them in your activities. Let them talk about your program in a sentence that begins with the word ‘I’.
- 5. Know what to ask for.**
 - What’s the purpose of the meeting?
 - Specific request
 - Build relationship/share information
- 6. Be truthful.**
 - You only get to lie once.
- 7. Say thank you.**
 - Everyone likes to hear it. Too few remember to say it.