

THE LEADERSHIP LAB: NONPROFIT ADVOCACY WORKSHEET



reflection

IDENTIFY A SYSTEMIC CHALLENGE: WHAT IS ONE RECURRING PROBLEM YOUR CLIENTS OR COMMUNITY FACE THAT CANNOT BE SOLVED BY DIRECT SERVICE ALONE?

THE "WHY": IF YOUR ORGANIZATION SUCCESSFULLY ADVOCATED FOR A POLICY CHANGE REGARDING THIS ISSUE, WHAT WOULD "SUCCESS" LOOK LIKE FOR THE PEOPLE YOU SERVE THREE YEARS FROM NOW?

activity

ADVOCACY STRATEGY INVENTORY: COMPLETE THE TABLE BELOW

ADVOCACY AREA	HOW WE ENGAGE NOW	OPPORTUNITIES FOR GROWTH	POTENTIAL PARTNERS
EDUCATION (INFORMING THE PUBLIC/DONORS)			
RELATIONSHIP BUILDING (ELECTED OFFICIALS/STAFF)			
COALITION WORK (PARTNERING WITH OTHERS)			
COMMUNITY ORGANIZING (MOBILIZING THOSE SERVED)			

action

WHAT IS ONE SPECIFIC ADVOCACY-RELATED CONVERSATION, MEETING, OR RESEARCH STEP I WILL COMMIT TO IN THE NEXT 30 DAYS THAT MOVES US CLOSER TO SYSTEMIC CHANGE?