WHAT IS ADVOCACY?

Definition of Advocacy:

The act of pleading for, supporting, or recommending

Definition of Advocate:

(1) to support or recommend publicly; plead for or speak in favor of; (2) a person who upholds or defends a cause; supporter; (3) a person who intercedes on behalf of another
Advocating includes any activity that attempts to educate others about an issue.

Lobbying is an attempt to influence specific legislation. It has legal definitions and parameters that guide interactions with policymakers.

Advocacy may include lobbying. Lobbying always includes advocacy.
WHY IS ADVOCACY IMPORTANT?

- To raise awareness
- To influence and change policies
- To represent individuals who may not be able to speak for themselves
Youth are able to provide valuable insight into systems and policies that affect them directly.

Youth are able to share their personal experiences with policy makers.

Policies that include youth input are shown to be more effective.
QUALITIES OF AN EFFECTIVE ADVOCATE

- Good listening skills
- Patience
- Knowledge about the issue
- Articulate
- Ability to motivate people
- Flexible
- Organized
- Positive
1. Legislative Advocacy

2. Judicial Advocacy

3. Administrative Advocacy

4. Grassroots Advocacy
Direct representation of an individual or group of people in a judicial proceeding

Amicus Brief
The Executive Branch

- The President of the United States
- State Governors
- City Mayors
How does an idea become a law?
GRASSROOTS ADVOCACY

- Power in numbers
- Building a movement of stakeholders to influence policymakers
Divide yourself into 8 groups

Each group will be given an envelope with a particular scenario

Decide what you would do to address the issue.
- Who are you trying to influence? Who is the decision maker?
- How do you hope to influence them?
- Do you have any allies?
- What are your potential obstacles? Who are your potential opponents?

You will have approximately 10 minutes to come up with a rough plan of action, and then each group will report out
HOW TO CREATE AN ADVOCACY PLAN

- Step 1: Identify an Issue
- Step 2: Set Goals and Objectives
- Step 3: Information Gathering
- Step 4: Determine Targets and Alliances
- Step 5: Messaging Strategy
- Step 6: Plan of Action
FEDERAL ADVOCACY STRATEGIES

Youth Justice Action Week
July 9-16, 2013

Support at-risk children by supporting critical juvenile justice funding that keeps youth out of the justice system and helps states decrease the number of children they incarcerate.

Take Action Today!
- Sign the petition at Spark Action: http://sparkaction.org/content/invest-in-youth-justice-day
- Tweet & Post about Youth Action Day: #Act4U JustInvest

TAKE ACTION NOW!
STATE CAMPAIGNS

- **COMMON SENSE DISCIPLINE**
  - Denver Public Schools
  - Expulsions + Out of School Suspensions Down 22% in Just Two Years

- **RED DEPLOY ILLINOIS**

- **EVERY STUDENT EVERY DAY**
  - Ending DC’s School-to-Prison Pipeline

- **RAISE the AGE NORTH CAROLINA**

- **MEANWHILE**
  - The Lasting Impact of Juvenile Records in Washington State
ADVOCACY TOOLS

- Letter Writing Campaign
- Action Alerts
- Visit with Members of Congress
- Social Media Campaign
- Issue Briefings
- Reports and other Publications
- Press Releases
- Blogs
- Videos
- Rallies, walks, and other events
RESOURCES

- http://bolderadvocacy.org/tools-for-effective-advocacy