



Planning Questions- Engaging the Public - facilitator

Facilitator note: This activity will take a significant amount of time due to the number of steps and the amount of discussion and decision-making involved. You may want to select certain elements of the exercise for your sessions, or use the activity as a full-day planning session with support from the other tools in this module for boards who request support with advocacy planning.

Make copies of the participant hand-out for this activity.

For participants:

- Brainstorm with your colleagues the causes for which you would like to advocate as a board. Why are these issues important? Are they important to your key stakeholders as well?
- From this brainstormed list, decide on one topic for the purposes of completing this activity.
- Develop a plan to advocate for this issue. Be sure you include:
 - Learning everything possible about the situation, its history, its causes. Be aware of possible barriers. Connect it to the board's mission.
 - Discussing the cause:
 - What is it?
 - Why is it happening?
 - Who is involved? Network.
 - When and where is it happening?
 - How is it affecting people, the environment, etc.
 - Collecting facts and statistics.
 - Providing data and insight, especially on budget and policy issues.
 - Knowing and understanding what you want to accomplish by advocating for this issue. Do you want to link to other boards or associations advocating for the same things?
 - A plan for engaging and involving members of key stakeholder groups.
- Once you've considered everything there is to know, create an action plan:
 - How will your plan work?



- How will you implement it?

- Who will be involved?

- Who will be the champion?

- What will the outcome be?

- Why are the steps chosen necessary for the plan to be carried out?

- Decide how you go forward with the action plan.
 - How will you engage your key stakeholders?
 - What will your communication plan look like?
 - What media will you use?

- How will you measure the results of your advocacy initiative?
 - What will the indicators of success be?
 - What changes will take place as a result of your advocacy initiative?
 - How will you assess the actual involved in creating your advocacy plan?