



## Planning Questions- Engaging the Public Participant Hand-out

- 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:
    1. What is it?
    2. Why is it happening?
    3. Who is involved? Network.
    4. When and where is it happening?
    5. 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?



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- 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?