



Community and Stakeholder Engagement for RCO's
Extension Learning

The Advocacy Challenge – Find or Fine Tune your Advocacy Voice

In addition to the workshop series on engagement, Creative Thought Consulting Group and New Reach Community Consulting want to give you the opportunity to find, or fine tune your advocacy voice. There are many ways to be involved in your community to promote change. And while we're excited to discuss these strategies with you in the workshops, we are equally excited to see you put them into action!

Each month we will challenge you to participate in an engagement activity that promotes change in your community. Throughout the course of this series, you will be presented with a number of strategies to advocate for change. Some will be very comfortable and almost second nature to you, while others may feel like a stretch. Our goal is that you find or fine tune, what works for you. If you feel like you have a solid grasp on certain advocacy techniques, maybe consider setting a stretch goal and challenging yourself to explore other advocacy techniques that you may not have yet engaged in. As we will discuss throughout the workshops, every has a different style of advocacy and finding your personal style will increase the likelihood that you will continue to engage in advocacy on a regular basis.

What follows is a list of activities to get you thinking. As you learn about more strategies in the workshops, also consider those options as well. Find one that works for you and get started!

- Create a social media post with messages related to community change
- Share/Repost on social media messages related to community change
- Attend a Townhall meeting, a city council meeting, or a legislative hearing
- Call your local legislator to advocate for a social justice issue
- Attend an advocacy day event at your statehouse
- Record a 3–5-minute presentation as if you were testifying before the legislature on a current issue that impacts your community to practice giving testimony
- Create a fact sheet on a current issue impacting your community and share it
- Participate in a community conversation
- Interview an advocacy organization about their work and their strategies for change
- Volunteer at an organization that is addressing a community concern
- Read up on an advocacy organization and ways to get involved
- Donate to a cause