



ADVOCACY FUNDING

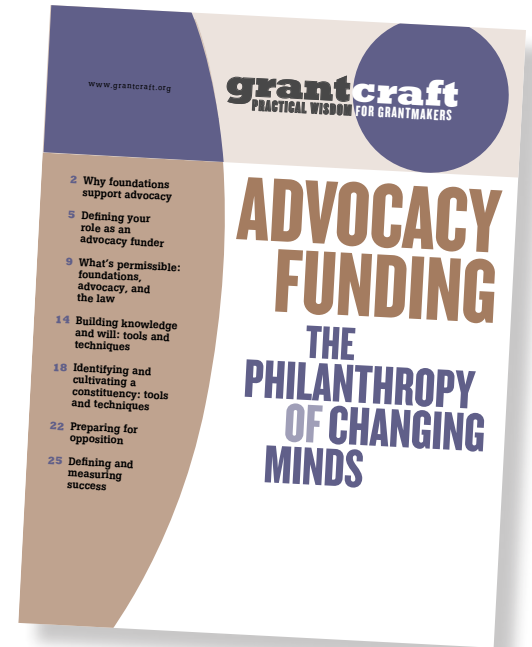
Is supporting advocacy right for you?
How do you settle on and execute an
advocacy strategy?

IN THIS GUIDE

Whether your goal is to influence national policy development, improve the way your state or city handles a problem, or get the public to understand a new angle on a seemingly intractable issue, advocacy can be an important tool in your overall strategy. A thoughtful approach to advocacy can help you build public knowledge and cultivate relationships with others working in your field. Contributors to the guide describe why they support advocacy, what factors help them determine their role, and how they choose allies and build coalitions. A special section offers an overview of advocacy's legal landscape, including tools and resources.

HIGHLIGHTS

- **Defining your role**
- **Cultivating a constituency**
- **Addressing opposition**



“Advocacy is not something you can do well if you do it half-heartedly. ... You really have to pay attention to it.”

—Grant maker on the importance of being fully committed to an advocacy effort

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A sample from the guide:

The Tools of Advocacy

For most of the grant makers who contributed to this guide, advocacy consisted essentially of seven instruments or methods, which could be used by grantees, funders, or both:

- **Research** aimed at clarifying public issues, weighing the merits of various options, and firming up the case for the solutions that work best.
- **Constituency organizing and mobilization** — that is, rallying people with a stake in the issue, helping them formulate and express their views, and supporting organizations and projects that help constituents advance those views in the public arena.
- **Making current advocates more effective** through general support, specialized training, networking with other advocates, and organizational development in areas relevant to advocacy, such as communications and information management.
- **Forming and sustaining coalitions** among constituency groups, researchers, experts in communications and public policy, and other groups that can help advance public debate.
- **Using media** to reach the right audiences, including two major branches of media strategy: reaching out to news organizations to generate coverage of the topic, and producing one's own publications, ads, videos, events, and other broad outreach material.
- **Litigation** on issues of fundamental law or justice, especially in cases where existing policy is not being properly applied or the situation is urgent, as with constitutional issues.
- **Direct approach to policy makers** — a crucially important activity that may sound like "lobbying," but actually runs into that legal limitation only in certain narrowly defined circumstances that are easy to avoid.

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