

# Advocacy Action Plan

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## Guiding Questions

Matching Agendas:	
Who are the Target Audiences? Students, Staff, Administrators, Parents, or Community Members	
Target Audience Agenda:	Your Program Agenda:

**Goals of the Advocacy Plan:** (List 3 goals and describe benefits to target audience and your program)

- 1.
- 2.
- 3.

**Activities for Advocacy:** (List 3 activities that will help achieve the goals)

- 1.
- 2.
- 3.

**Marketing:** (Describes marketing ideas for the activities)

**Resources/Vehicles:** What resources will you need (time, money, people, paper, etc.) What “vehicles” will you use to communicate/promote (bookmarks, flyers, email, meetings, etc.)

**What service(s) are provided:** (think back to the target audience)

**Evaluation:** (think back to the target audience)

How will you know the plan has been successful?

How do the desired outcomes show a strengthening of the advocates and supporters?

**Key Message:** What is your key message? Are benefits reflected by the message?

Adapted from the AASL Advocacy Action Plan