

Advocacy Piece:Day One

Advocacy (*noun*): public support for or recommendation of a particular cause

As we've discussed in class, everything costs money. Even things that we think of as being "free" still cost money. Funds for these things can come from donors, non-profit groups, taxes, grants, endowments, fundraisers, or our own pockets, but they have to come from somewhere.

The things that tend to receive the money that they need for maintenance, preservation, and promotion are ultimately the things that people care most about. That care is expressed through public communication--letters, emails, phone calls, online posts, speeches, videos, conversations, and more. Bottom line: If you love something, you need to be able to advocate for it.

STEP ZERO: Topic Selection

What's something that you want to protect? Pick something from this list. Your choice doesn't have to be currently at risk, just something that you care about.

*a building or structure

*an annual event

MY TOPIC: _____

*an animal or plant species

*a public space or public access to a space

*a natural area or ecosystem

STEP ONE: Research

Where does the money come from? Where does it go? Take notes on the back of this sheet.

Do some initial research on your stakeholders...

- What is the source(s) of funding that can (or currently does) protect / support this thing?
- Who is in charge of it? (May have multiple answers.)
- Who already advocates for it? (May be a single person, a group, an organization, a city, or a mixture of those things.)
- What costs exist in order to keep your thing going? Itemize them.

Advocacy Piece:Day Two

The Writer's Sandbox - Public Sphere

What is the best format for your advocacy piece? Who is your audience? How do those things relate to each other? These are important things to keep in mind to make sure that your writing is effective. Consider some of the options available to you...

FORMS THAT PUBLIC COMMUNICATION CAN TAKE:

News article/editorial

Social media post with images

Commercial for TV, web, or radio

Video

Open Letter

Pamphlet/Infographic

Comic

Letter to a representative or organization

[Your idea here]

AIMS FOR ADVOCACY WRITING (Depends on your biggest need):

Education / Getting the word out about why it's important

Celebrating what it brings to the community

Requesting donations or funding sources + rationale

Emphasizing importance of continued support + Thanking for support

Call to action for urgent need + action steps

-Thinking about form! You should have some notes about the stakeholders and funding sources/needs for your topic that resulted from yesterday's research. Today at the end of class, I'll be checking those off just to get kind of a progress report from you and making note that you're on track. In addition to those notes, I'd like you to write up a project proposal. It should look something like this, and be included with your notes about funding sources/stakeholders.

ADVOCACY PIECE PROPOSAL:

I will be creating an advocacy piece around the topic of

_____ .

The reason I chose this topic is _____

_____ .

The aim for my piece is _____ .

My main audience groups are _____

_____ .

The form that my piece will take is _____ .

My rationale for selecting this form, considering my audience, is

_____ .