

# Crafting Effective Advocacy Messages

## ENGAGE

Make a statement that gets your audience's attention right away, perhaps using a dramatic fact. This is your lead-in and should flow into the statement of the problem.

## PRESENT

Describe the problem, who it affects, its impact and potential impact.

## FACTS

Data is important to demonstrate that a problem exists and to support your position. Look for facts that are relevant to your audience. Anticipate arguments against your position and prepare responses to those arguments.

## STORY

An example or story puts a human face on the issue and makes it real and more compelling. Again, make sure the example is relevant to your audience.

## CONNECT

Show your audience how this interest fits with what they care about, want, or need. Consider their self-interest.

## ASK

Clearly state what you want the person to do and provide them all the needed steps to do so. Think who, what, where, when, and how. Make it as easy as possible for action to take place.