

# 10 Tips to Supercharge Your Advocacy

- 1.) **Know your primary issue—and stick to it.** A focused and sharp message is more likely to be heard and remembered.
- 2.) **Look for common ground.** You do not have to agree with every position a policymaker takes or holds to advocate for what matters to you.
- 3.) **Avoid arguments.** Arguments have the potential to end relationships. As an advocate you want to build relationships with policymakers.
- 4.) **Do your research.** Knowing some basic facts about the policymaker can make advocacy conversations more personal and impactful.
- 5.) **Policymakers are people.** It is normal to feel nervous when talking with elected officials but remember that policymakers are people too and only you are an expert on your experience.
- 6.) **Staff matter.** People who work for elected officials serve as gatekeepers and can be very helpful to advocates so long as you treat them with respect and build relationships with them too.
- 7.) **Tell the truth.** Truthfulness builds trust and credibility.
- 8.) **Don't let what you don't know hold you back.** You don't have to know everything about the issue you are advocating for to be effective. If you don't know an answer to a question, say so. Then go find the answer and follow-up.
- 9.) **Practice.** Practicing your talking points, story, and “ask” can help you feel more comfortable and confident.
- 10.) **Be ready with the “ask.”** Policymakers expect it; don't be afraid to make it.

