8 Steps to Successful Advocacy

Step 1 – Coming Together
- The VCFAE is the first step in our general advocacy efforts for the Arts

Step 2 – Setting the Objective
- VCFAE sets objectives that are achievable, and that everyone involved must agree upon

Step 3 – Getting the Facts
- Advocacy depends on a strong analysis of the situation
- All issues are researched to provide the Coalition with the best possible information and advantage

Step 4 – Deciding Who You Are Trying to Influence
- Determine who has the authority to make decisions
- Position papers are tailored to who the decision-makers are

Step 5 – Determine What Decision Can Be Influenced
- Understand the context and constraints on the decision-maker
- Understand Timing has implications on getting things done

Step 6 – Build Alliances and Coalitions
- Working together is likely to achieve the best results
- There is strength in numbers, this is why the Coalition exists
- Build relationships, meet face to face whenever possible

Step 7 – Methods of Advocacy
- No matter the message, be clear on the objective
- Develop a compelling case
- Make sure the message is clear, understandable and provides a solution to the issue at hand
- Invite the decision makers to read or present at a concert, performance, or art gallery. Write letters, make phone calls, present your case during public comments.
- Be creative, be respectful, show support, be clear in your intentions
- Seek ongoing dialogue

Step 8 – Review and Adjust
- As advocacy efforts proceed, review objectives, facts needed and participations. Adjust as is necessary.
- Meet to discuss your advocacy efforts and what needs to be accomplished on a regular basis.

“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities....the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.” – Paul G. Allen, Co-Founder, Microsoft

Source: A Step-by-Step Method to Advocate for Change
Physicians for Human Rights