

First, there is **the issue or concern**, such as:

- A local need in your community, or elsewhere – provincially, nationally, internationally
- A request for action from CFUW National or Ontario Council

COMMUNITY SERVICE * PUBLIC AWARENESS CAMPAIGN * ADVOCACY

What do you want to do about it:

- **Community service** project, perhaps volunteering or fundraising, or a partnership with other like-minded organizations – no CFUW policy needed. See **CFUW and the Community** in Advocacy Tools on www.cfuwontcouncil.org for more information about this.
- **Public awareness campaign** – for your own membership, for the public. For CFUW, this needs to be based on CFUW public policy.
- **Advocate** to change public policy. For advocacy done in the name of CFUW, this needs to be based on our policy.

RESEARCH * NETWORK * ASK

Over and over and over again in many different ways

RESEARCH

Check first to see if there is **CFUW or Ontario Council policy** to support your cause?

Check **CFUW Guidelines for Advocacy**:

- When writing, or speaking, “on behalf of CFUW” and asking for some action, this **must be based on CFUW policy** as found in the *CFUW Policy Book*.
- Local CFUW Clubs **connect with local MPs, provincial and municipal politicians**.
- The letter must be sent out under the **signature of the club president**, or designated member of the executive, on **club letterhead**.

The **individual club member** is always encouraged to write to any politician on any issue about which she has a concern. She may use information from CFUW sources, but we ask that she **not write “on behalf of CFUW”, nor use CFUW letterhead**.

Research

This is the most important step. You need to understand the issue.

What? Why? Who? When? Where? How?

What is at stake; Who is involved or could be involved; The history of the issue and its context; Who is making the decisions; Which level of government is involved, if any; When are the decisions made; How to

make an impact? What is the process to make decisions? Some of this research can become your talking points.

Research as advocacy - When there is no policy, request information – “Our club is studying ...”

NETWORK

Identify your audience

Who are you trying to convince? Who is important to achieving your goal? Elected officials and/or policy staff; the public, other community groups; your own members; all the above

Identify others involved

Who are the supporters, the partners? Who could be the funders? Who can you work with? Who can help? Who is the opposition? Who are resource people? Who are those that are confrontational? Who are those that are conciliatory?

Build coalitions with others, including clubs and members; Can you find a respected champion?

ASK

Key Messages

Determine the messages needed to achieve the goal

Focus each goal on the audience, and the media to be used. Don't forget social media.

For CFUW clubs, check the CFUW Guidelines for Advocacy again before action.

Strategy

By now you can bring everything together - the initial research is done; determined the goals; if for CFUW checked for policy; decided on the audience and partners; created the key messages; now bring all of this together in the overall strategy.

Tactics

Meetings, special events; write letters, op-ed, Letters to the Editor; meet with Councillors. Mayors, MPs, MPPs, community organizations; demonstrations, forums, create coalitions, create scholarships, etc. etc.

NEXT STEPS
Evaluate Do this along the way with every stage. Remember that it takes patience and persistence to change the world, or even to solve a small problem. <p style="text-align: center;">“Nevertheless she persisted”</p>

ONTARIO COUNCIL: www.cfuwontcouncil.org click on Advocacy

CFUW ADVOCACY TOOLS: Member Resources website www.cfuwadm.org Login: viewonly, cfuw4321

*For CFUW Clubs, advocacy includes social action.
Advocacy, activism, and social action= civic engagement
It is truly the power of women working together.*

“Nevertheless she persisted”

*Action * Advocacy * Education*