

A Club Advocacy Campaign

RESEARCH * NETWORK * ASK

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

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

2. **What do you want to do about it:**

- **Community service** project, perhaps volunteering or fundraising, or a partnership with other organizations. See *CFUW and the Community*
- **Raise Awareness** – for your own membership, for the public. Always remember that your first audience is your own membership. Use social media.
- **Turn support into action and advocate** to change public policy.

3. **Raise Awareness**

- Always remember that your first audience is your own membership.
- Write articles for club newsletters, write Letters to the Editor, op-eds, have public forums and meetings

4. **Advocating to change public policy**

- If doing it in the name of CFUW, check first to see if there is **CFUW or Ontario Council policy** to support your cause, then please follow the **CFUW Guidelines for Advocacy**:

5. **Research**

- You need to understand the issue. **What? Why? Who? When? Where? How?**
- Who is making the decisions? When and how are the decisions made? How to make an impact?
- **Research as advocacy** – If CFUW doesn't have policy, request information – "Our club is studying ..." or prepare a resolution to create policy for action

6. **Network**

- Identify your audience, continue to raise awareness.
- Identify others involved; build coalitions with others, including clubs and members, other organizations. Can you find a respected champion?

7. **Ask**

- Create key messages and an 'ask'. See *Connecting with Elected Officials*
- Think about tactics, such as meetings, special events; writing unique letters, op-eds, Letters to the Editor; meet with elected officials, community organizations; demonstrations, forums, create coalitions, create scholarships, etc. etc.

"Nevertheless, she persisted"

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

