

A Club Advocacy Campaign

1. First, there is the issue or concern:

- A local need in your community, or elsewhere – provincially, nationally, internationally, e.g lack of funding for shelters and sexual assault centres, climate change, gun control
- 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.
- **Turn support into action and advocate** to change public policy. Done in the name of CFUW, this needs to be based on our policy, following CFUW Advocacy Guidelines.

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

- Check first to see if there is **CFUW or Ontario Council policy** to support your cause, 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
- Identify others involved; build coalitions with others, including clubs and members; 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.*