EFFECTIVE ADVOCACY: Let's CHAT

C	CONNECT Know your audience. Find a connection before sharing content. What people, issues, or interests do you have in common?
Н	HOOK Get their attention with a strong statement about the issue or problem. Explain the impact on individuals and the community. Describe what outcome you are seeking and your solution for getting that result.
A	ASK Ask for their support. Describe what you'd like them to do to reach the desired outcome.
T	THANK Express your thanks for the meeting— and for their support!



The League of Minnesota Cities (LMC) is a membership organization dedicated to helping its more than 830 member cities build quality communities through effective advocacy, expert analysis, trusted guidance, and collective action. **For more information, visit www.lmc.org.**