

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?



H

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!

