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Personal Advocacy
Using the WGA Tool Kit
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Everyone is an Advocate!

- PTA
- Talking with Friends
- Letters to the Editor
- Serving on Local Boards
- Donations
- Attending Events
- Voting
What is Advocacy?

- A broad term that encompasses a range of activities designed to educate and influence others through issue analysis, community organizing, and relationship-building.

  *From the Community Foundation’s recent “Public Policy and Advocacy Activities Policy” publication*
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Steps to Becoming an Effective Advocate:

- **Step 1:** What is the problem you are addressing?
- **Step 2:** What's your objective?
- **Step 3:** Do you have all of the facts?
- **Step 4:** Who are the decision makers?
- **Step 5:** How can you best influence the decision?
- **Step 6:** Who else can help reach the decision makers?
Step 1: What is the problem you are addressing?

- Define the **Core Issue**:
  - Make it *specific*
  - Make it *clear*
  - Limit it to *one issue*

 *For example:*

 *In NE Florida, we don’t have safe housing for girls who are identified as victims of sex trafficking.*
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Better:

“In NE Florida, when a girl is identified as a victim of human trafficking, the only trauma-informed, therapeutic housing where appropriate crisis intervention and wrap-around services can be immediately available to begin serving her needs is located in cities other than Jacksonville.”
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Step 2: What’s your objective?

➢ Identify opportunities for creating change
  ▪ Make it clear
  ▪ Make it specific
  ▪ Try to make it measurable
  ▪ Create timelines

For example: We need to create safe housing in Duval Co. for girls who are victims of sex trafficking.
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Better:

“IN NE Florida, for girls who have been identified as victims of sex trafficking, in order to immediately address the trauma of their victimization, we must provide trauma-informed, therapeutic housing with wrap-around services in Duval County, to identify and address their mental & physical health needs and to begin the healing process in a safe environment near their homes. The year-long pilot housing project will build on existing services and will serve 30 girls in the first year, to be implemented by second quarter 2016.”
Step 3: Do you have all of the facts?

- Research your position
  - Experts
  - Media (traditional and social)
- Research the OPPOSITION
  - Experts
  - Media (traditional and social)
  - Listen *objectively* to formulate your response
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<table>
<thead>
<tr>
<th>What you want</th>
<th>What the other side wants</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to address the other side’s argument</td>
<td>How the other side addresses your argument</td>
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</table>

"Mapping the Issue"
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Step 4: Who are the decision makers?

- *For City/State/Federal Issues:*
  - Elected Officials
  - Regulators
  - Voters

- *For Issues of Personal Interest:*
  - HOA Board of Directors
  - School Superintendent
  - PTO Leadership
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Step 5: How can you best influence the decision?

- Letters (snail mail, email)
- Media (TV, newspapers, social networking)
- One-on-One Meetings
- Phone Calls
- Presentations to Groups (PTO, Associations, Social Clubs)
- Petitions (paper or online)
- Others?
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Step 6: Who else can help reach the decision makers?

- Spread the word through friends, family, colleagues, associates (the elevator speech)
- Convince those with influence over the decision makers (funders, families, friends, associations)
- Make a Treasure Map of contacts through brainstorming
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Sample Letter (handout)

- Keep it concise, compelling and easy to understand
- Put your request first, be clear why you are asking for it
- Provide supporting information and details
- Give your credentials as an individual (voter, parent, pet owner, taxpayer)
- Include your contact information
To the Editor:

“...The Women’s Giving Alliance supports the funding of the Open Doors program. It has many of the elements we look for in funding agencies which provide mental health services: the pilot is research-based, scalable, employs best practices including experienced case managers and peer mentors, and represents collaboration among several organizations that advocate for and work with these children...

Paula Liang
President, Women’s Giving Alliance
Florida leads the country in the strength of its sex trafficking laws

• What we are missing:
  • Crisis intervention
  • Therapeutic services

• Challenges:
  • Creates critical response gaps for law enforcement, the child victim and community agencies
Open Doors provides a framework and program design that will:

- Assist victims immediately
- Provide expert support
- Make better use of existing services
- Improve service delivery
- Increase care coordination
- Provide appropriate screening
- Engage research-based assessments
- Help victims develop appropriate safety plans
- Ensure individualized care plans
- Connect each victim with a survivor mentor
- Provide training and technical assistance
- Raise public awareness and collaboration
OPEN DOORS: STATEWIDE SERVICE NETWORK FOR COMMERCIALLY EXPLOITED CHILDREN (CSEC)

• Legislative Action:
  
  – New appropriations will be needed to establish the grant fund for the Open Door pilot project in 4-5 target regions in Year One.
  
  – Additional target regions would be added in subsequent years based on successful implementation.
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You Are There: An Advocacy Case Study

- The Issue: Victims of Sex Trafficking in NE FL Lack Needed Services

- In your small groups, in the next 15 minutes:
  - Define the core issue
  - Define the objective
  - Identify 3 sources of facts—pro and con
  - Identify the decision maker(s)
  - Identify 3 ways to influence the decision maker(s)
  - Identify 3 others who can assist you in influencing the decision maker(s)

- Report out to the Large group
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Questions?
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Thanks for Participating!

- www.wganefl.org

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