**HOW TO USE YOUR ADVOCACY**

**TO GROW, ACTIVATE AND SUPPORT YOUR NETWORK**

**TAKEAWAYS**

1. **Grow**
   * Assess your network: Constituents, Allies.
   * Set targets: Short term, Long term.
   * Approaches: Social media, Webinars, Speaking engagements, Outreach to Partner Organizations.
   * Tactics as Approaches: Postcards, Action Alerts, Petitions, Town Hall Meetings.
2. **Activate**
   * Assess your activity.
   * Set a target.
   * Measure your success.
   * Make action easy: Create an advocacy toolkit.
   * Give an incentive.
   * Follow up and update.
   * Give thanks.
3. **Support**
   * Action.
   * Recognition.
   * Training: Webinars/Education, Updates, Engaging in Updating Strategy Chart.
   * Surveys.