**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.