



2017 Climber's Summit
Advocacy 101

What is Advocacy?

ad·vo·ca·cy

/'advəkəsē/

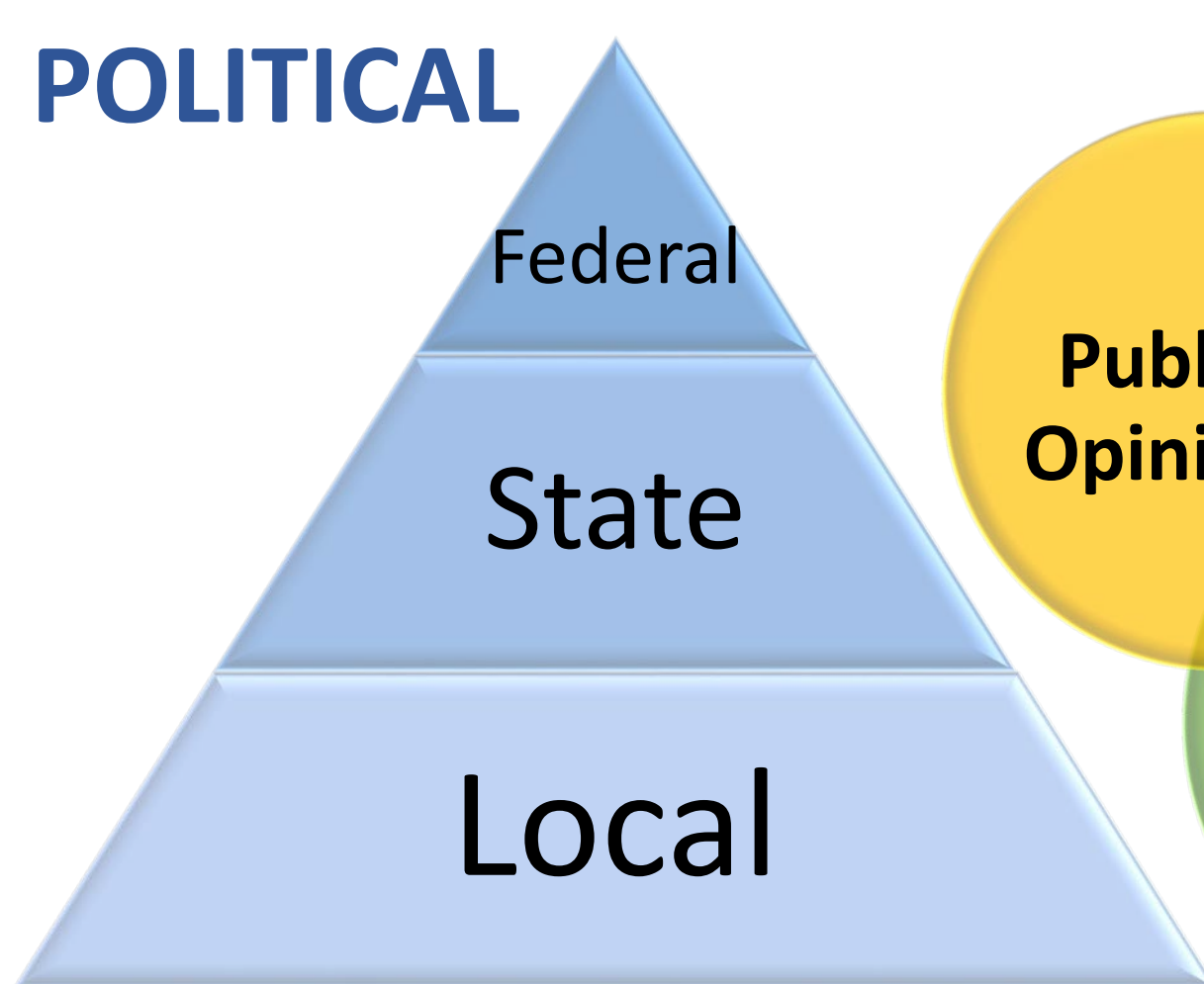
noun

public support for or recommendation of a particular cause or policy.

synonyms: support for, backing of, promotion of, championing of; argument for, push for; *Informal* boosterism of

What are the different types of advocacy?

POLITICAL



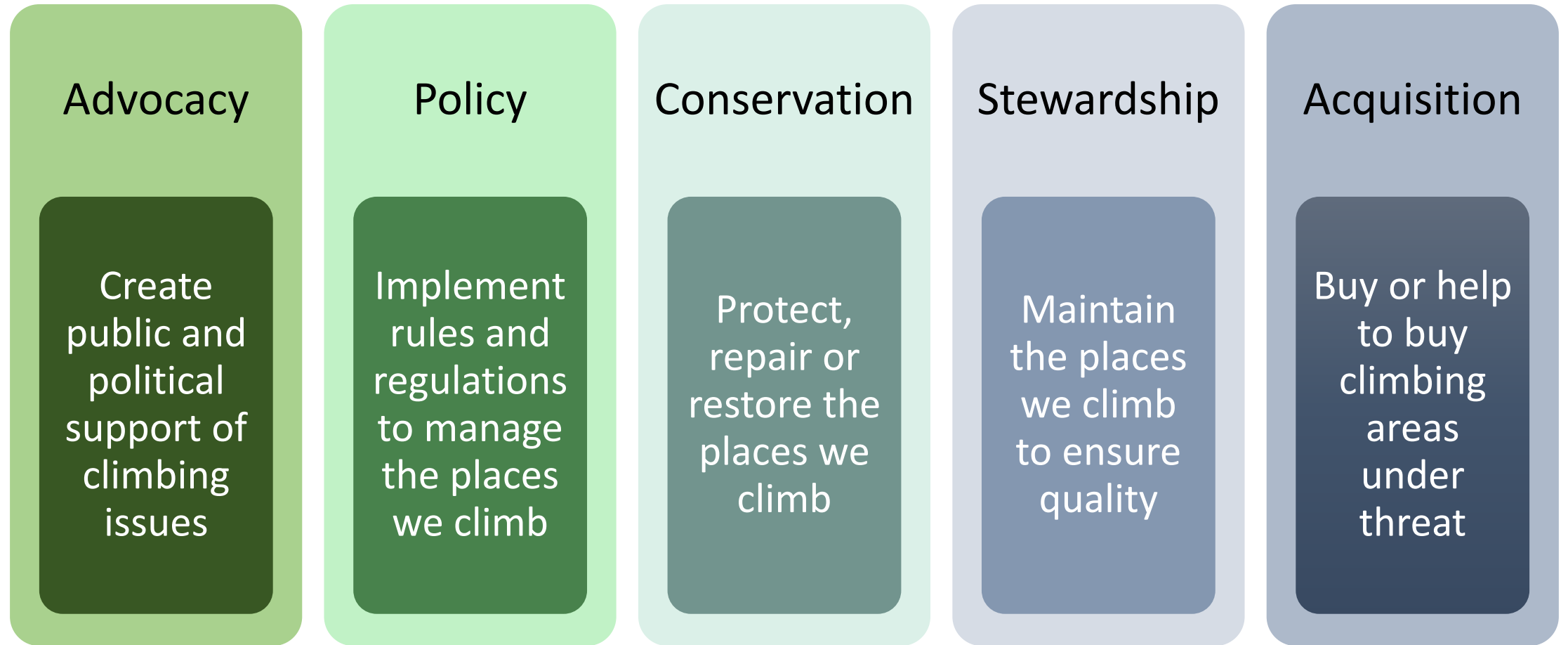
**Public
Opinion**

**Community
Building**

Education

GRASSROOTS

What does advocacy look like at Access Fund?



How do you become an advocate?

1. Determine your primary cause
2. Decide where you want to work
3. Understand your position and justification for yourself
4. Communicate clearly and powerfully
 - Talk about what you know
 - Tell stories
 - Show your passion

<http://www.action.org/take-action/toolkits/advocacy-101>

ADVOCACY

=

COMMUNICATION