

Who are you trying to convince and what end goal are you trying to accomplish? Remember, you and everyone in your community have a voice and power to change the world.

<p style="text-align: center;"><u>AUDIENCE</u></p> <p><i>Before you design your argument, make sure that you identify your audience. These are the people you need to reach to make the change you're seeking.</i></p>	<p style="text-align: center;"><u>SMALL ADVOCACY ACTIONS</u></p> <p><i>These SMALL ADVOCACY ACTIONS will gather together people who can help you engage in the large advocacy action. They might be people who are being directly impacted by the problem or people who care about issues related to your topic.</i></p>	<p style="text-align: center;"><u>LARGE ADVOCACY ACTIONS</u></p> <p><i>These LARGE ADVOCACY ACTIONS are designed to reach the people who have the power to make the change you're seeking. They might be people who can provide funding, or who can put policies in place.</i></p>
<ul style="list-style-type: none"> ● Stakeholders People who are directly impacted by the problem you have identified. This includes: children; families; community members; teachers; etc. ● Administrators People who make policies or mandate the use of practices. This includes: BMCC leaders and administration, etc. ● Elected Officials Lawmakers who have been elected to make laws and policies or provide funding to support different initiatives. This includes: City Council members; The Mayor; The Governor; Senators; Congress members; The President. <i>They are elected to represent US. They need to listen to the voters to identify what action they should take.</i> ● Big Money Donors People who give large sums of money to charities. These are usually people in finance or the entertainment industry. They often donate large sums of money to causes that resonate with them. 	<p>Community meeting Gather feedback and perspectives from members of your community on the issue <i>OR</i> educate members of the community about the issue.</p> <p>Letter writing Write letters and emails by yourself to the people who can make the change you're seeking.</p> <p>Phone calling Make phone calls to the people who can make the change you're seeking.</p> <p>Use social media Post information on your social media accounts about the issue.</p> <p>Sign a petition Add your signature to a petition that addresses the issue.</p> <p>Attend a Town Hall Meeting Attend a meeting being held by Education Administrators or Elected Officials to learn more about the issue.</p>	<p>Speak at a Town Hall Meeting Provide your testimony on the issue before Administrators or Elected Officials. You can also organize other people to come and speak. The more the better.</p> <p>Organize a protest Plan and publicize a rally, march, any public gathering to bring awareness to the issue.</p> <p>Develop a petition Write and distribute petition that summarizes the issue and demands a change. Once you have lots of signatures, deliver the petition to the people who can make the change.</p> <p>Gather stakeholders for action Assemble a group of people to work collectively to make phone calls, write letters, use social media etc.</p> <p>Get your issue in the news Work with the press (newspaper reporters, bloggers, local TV and radio) to publish news stories about the issue. Write an Op-Ed.</p> <p>Develop a social media campaign Create and disseminate videos, hashtags to publicize the issue beyond your social networks.</p> <p>Raise Money Have a fundraiser, hold a gala, do some kind of sale of goods, social media fundraising, ask for donations, appeal to large donors.</p>

