

HOPE ACTIVISM INSTITUTE

2021 ADVOCACY RESOURCE GUIDE



JANUARY 2021

COMMUNITY of HOPE AME CHURCH

Rev. Tony Lee, Sr. Pastor

Rev. Leslye Dwight, Minister of Social Justice



ADVOCACY ACTION PLAN

Strategy #1: Develop Your Issue

Do your research. Do not assume that decisionmakers know the details of the issue being presented.

- Identify the issue to be addressed and conduct your research.
- Personal lived experiences, neighborhood dialogue, surveys/polls count as research
- Research more than the issue. Research key stakeholders and their positions
- Brainstorm and evaluate possible solutions
- Determine the outcome you want accomplished

“When the world is silent, even one voice becomes powerful.”- Malala Yousafzai

RESOURCES FOR DATA COLLECTION

American Community Survey: [Annual Community Demographic Information Website](#)

Census Bureau: [Census Data](#)

Issue Lab: [Data on Social Issues](#)

The Pew Research Center: [Nonpartisan surveys on current issues, attitudes, and trends](#)

The Pew Charitable Trusts- Living Facts: [Topic Based Facts](#)

Urban Institute: [Evidence Based Policy Research](#)

World Data Lab: [Global Data](#)

ADVOCACY ACTION PLAN

Strategy #2: Develop Your Engagement Plan – *Case Study*

Be clear. Be concise. Be realistic.

- Use relatable facts and stories to communicate your message
- Find the “win” that will convince people that there is something in it for them
- Build a compelling case that will get the concrete outcomes you desire

Campaign Issue- Child Trafficking

THERE IS NO SUCH THING AS CHILD PROSTITUTION.
TOO YOUNG TO CONSENT. TOO YOUNG TO OFFEND.

PASSED

Support House Bill 827 & Senate Bill 688

Rev. Tony Lee, Senior Pastor
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HILLCREST HEIGHTS, MD 20748
IVERSON MALL (LOWER LEVEL)
240-273-9115

www.hiphopenation.com

Fact:

57.5% of all juvenile prostitution arrests are Black Children.

Source: Rights 4 Girls, Urban Institute

Compelling Story Ex.:

A. Wright 15 yr. old girl -- held prisoner by men who forced her into trafficking. In an undercover sting, she is arrested and charged with prostitution (though legally unable to provide consent). She serves 3yrs in jail on prostitution charges for a life she was forced into that was not her choice.

The Win: Elected Officials establishes a record demonstrating that they have strengthened protections for children who are exploited.

Outcome: Legislators passed bills to provide additional support for survivors of child trafficking.

Note: Sometimes outcomes are a series of successes over time. There is still work to be done around decriminalizing child survivors. This outcome was considered a short-term win.

ADVOCACY ACTION PLAN

Strategy #2: Develop Your Engagement Plan – *Case Study*

In the previous case study, our engagement plan included the following:

- Identifying the issue by researching national and local data concerning the arrest of minors for prostitution charges and utilized as our compelling story, one that made national headlines
- Working in coalition with nonprofits already engaged in this work
- Coordinating a letter writing advocacy campaign with congregations in the region in support of our advocacy goals and legislation
- Launching a social media campaign around the issue with graphics, consistent messaging, and hashtags to increase awareness and issue a call to action.
- Scheduling meetings with legislators in the House of Delegates and the Senate to inform and persuade them to support bill proposals
- Providing oral and written testimony in support of the cause

“Don’t raise your voice, improve your argument.”- Desmond Tutu
*Address at the Nelson Mandela Foundation in Houghton,
Johannesburg, South Africa Nov.23, 2004*

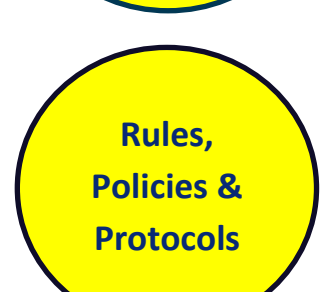
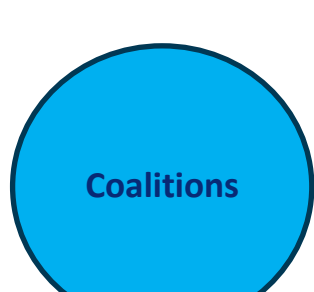
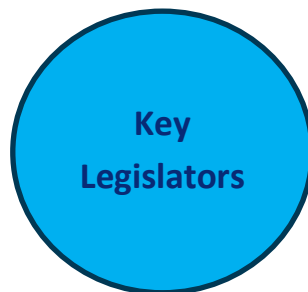
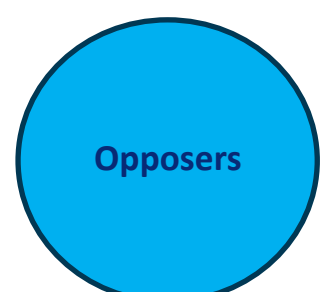
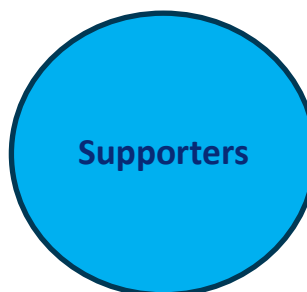


ADVOCACY ACTION PLAN

Strategy #2: Develop Your Engagement Plan

POLITICAL MAPPING is necessary before beginning any campaign. Ensure you know the following:

- Key positions: appointed and elected. Identify heads in government agencies that impact your issue. Consider board members with oversight and decision-making powers. Remember your legislators are key when utilized for enacting policies and influencing process improvements.
- Supporters are found in coalitions doing the work, communities with trusted voices (influencers), and potential supporters with similar interest but unaware of the cause.
- Know the rules to inform the development of your engagement plan. Know deadlines to assist in targeted engagement activities. Know the opposition so that messaging can offer counterarguments to the rebuttal.



ADVOCACY ACTION PLAN

Strategy #3: COMMUNICATION METHODS

Successful advocacy efforts communicate the problem and the benefits of your proposed solution. Consider utilizing the following:

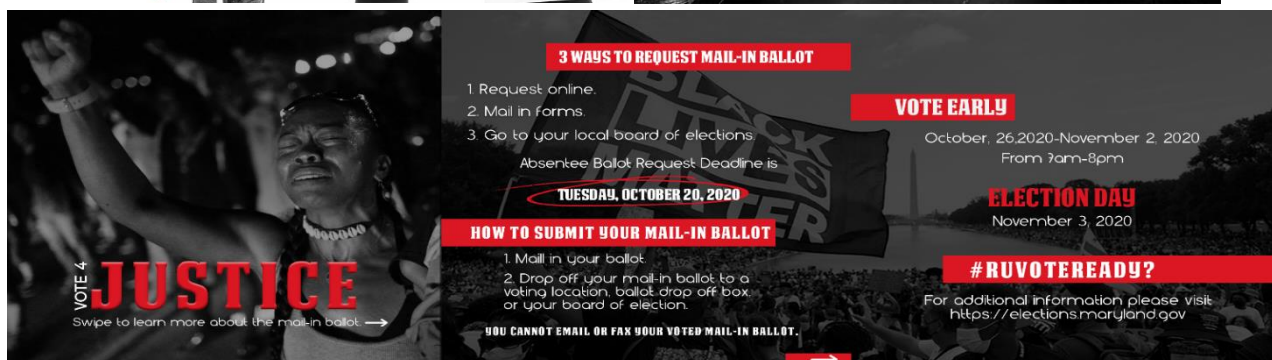
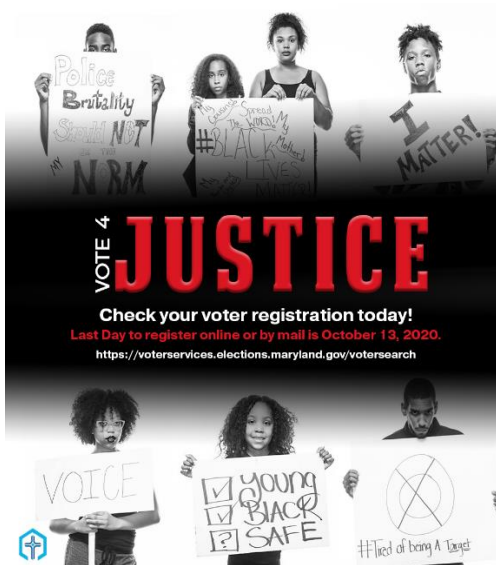
- **CALL**- Designate specific days to have your network call decision makers about your identified issue. The goal is to gain attention by driving a concerted effort to focus on your one issue.
- **WRITE**- Email. Thank decision makers who have already acted. Develop key points to persuade decisionmakers who have not stated their position or are in opposition. Elected officials have their emails posted on their official websites. *See Communications Resources Section*
- **VISIT**- Schedule a meeting with your decision maker(s). Virtual meetings are an option due to the COVID-19 pandemic. Coordinate a day for all your supporters to engage in this effort.
- **TESTIFY**- Sign up to provide testimony in a legislative hearing. Plead your case for your cause. Remember your testimony may range from 1-3 minutes. Keep it short and impactful.
- **WRITE LETTER TO THE EDITOR**- These are opinion pieces that are written to newspapers and magazines. Write a short letter stating your single issue and its importance to their readers. Identify your proposed solutions and issue a call to action for the readers. *See Communications Resources section for media outlets.*
- **ORGANIZE PRESS CONFERENCES**- This option is used to inform the media and the public about the campaign issue. It is also used to apply pressure to policy makers to change or institute policies or practices in support of your cause. Use the strength of coalition and network to bring media attention to an overlooked area.

ADVOCACY ACTION PLAN

Strategy #3: COMMUNICATE

VISUAL BRANDING

- Facebook, Twitter, and Instagram are familiar social media platforms. Consider WhatsApp, TikTok, and YouTube (popular amongst younger demographics).
- Develop 3-5 visuals that create emotional impact. Emotional impact generate share. The more shares, the deeper the audience reach.
- Create consistency across designs using the same colors, style or fonts to make the campaign recognizable.
- Create hashtags to accompany your graphics. For this campaign we used: #Vote4Justice #BlackVotesMatter and #RUVoteReady



COMMUNICATION RESOURCES

LEGISLATIVE COMMUNICATIONS

US CONGRESSIONAL LEADERS

To find your congressional leaders click here:

[US Senators and Representatives](#)

MARYLAND

Governor's Office

- **Mail:** 100 State Circle. Annapolis, Maryland 21401-1925
- **Phone:** 410-974-3901/ 1-800-811-8336
MD Relay 1-800-735-2258
- **Request a Meeting:** Click Here [Appointments](#)

STATE LEGISLATORS

To contact your State Senator, click here:

[Maryland Senators - By Name](#)

To contact your State Delegate, click here:

[Maryland House of Delegates - By Name](#)

COMMUNICATION RESOURCES

LEGISLATIVE COMMUNICATIONS

DISTRICT OF COLUMBIA

Office of the Mayor

Mail: John A. Wilson Building, 1350 Pennsylvania Avenue, NW,
Washington, DC 20004

Phone: (202) 727-2643/ TTY: 711

Email: eom@dc.gov

Request a Meeting: Click Here [Appointments](#)

D.C. LEGISLATURE

To find your Councilmember, click here: [Councilmember Search](#)

COMMUNICATION RESOURCES

PRINT MEDIA OUTLETS

AFRICAN AMERICAN PRINT MEDIA OUTLETS

[Afro American Newspaper](#)

[Baltimore Times](#)

[Daily Digest for African Americans](#)

[Washington Informer](#)

MAINSTREAM PRINT MEDIA OUTLETS

[The Washington Post](#)

[The Washington City Paper](#)

[The Prince George's Sentinel](#)

[The Capital Gazette](#)

[Baltimore Sun](#)

ONLINE MEDIA OUTLETS

AFRICAN AMERICAN ONLINE MEDIA OUTLETS

Atlanta Black Star

Covers the varied and nuanced stories of the lives of African Americans and other people of African descent overlooked in mainstream media

Blavity

Blavity covers the latest news including culture, justice, technology, etc.

Ebony

Offers news on politics, race, and culture.

Essence

Provides Black Women with news and information on entertainment, social, and business topics

NewsOne

a straightforward news experience built around African American stories

[Oprah Magazine](#)

Delivers the latest in beauty, wellness, culture, news, and more.

[The Black Detour](#)

An independent media outlet that advocates for Black people to not only be empowered but informed on issues in the Black community

[The Grio](#)

African American-focused news site that emphasizes video and stories not found in the national, general-interest press

[The Root](#)

Covers a variety of themes, from news and politics to fashion and entertainment

[Watch the Yard](#)

An online media outlet geared towards strengthening the Black college experience and encouraging future generations to think about higher education

[Where is the Buzz](#)

A news platform for young Black millennials

Recommended Books on Advocacy

The 5 Minute Advocate- Author, Chonya Johnson

Kindle Edition: Free

www.amazon.com

*Right to Petition: A Practical Guide to Creating Change in
Government with Political Advocacy Tools and Tips-*

Author, Nicole Tisdale

www.amazon.com

*Lead from the Outside: How to Build Your Future and Make Real
Change- Author, Stacey Abrams*

www.amazon.com

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