Ryan and Leanne Clarke Prizes in Advocacy and Active Citizenship
- Quick Tips on Effective Advocacy

Advocacy is a life skill. As a Social Sciences student, you have the skills to effectively communicate, listen, research, and problem-solve. The most effective advocates can understand both sides of an issue and Social Sciences students are also trained on how to understand and respect other people’s perspectives and backgrounds.

Advocacy includes telling your story to someone (target audience) with intent of getting them to do something/move them to action.

There are two cornerstones of advocacy. The ability to:
- prepare and share your personal story
- build and sustain impeccable relationships with key decision makers

To help you build an effective advocacy strategy for the Clarke Prizes in Advocacy, consider the above as well as the below tips for success:

**Key message development**
- Keep it clear, compelling, concise and consistent.
- Use three key points only. Each point should be 25 words or less.
- Key messages are factual, but not facts, and are subjective.

**Model for developing key messages**
- What is the problem?
- What is the impact of the problem?
- What would it look like if it was/was not solved?

**Development of your tools**
- How will you deliver your message? (Social media, face-to-face, letters, newsletter, website, advocacy day, phone calls, PSA, fact sheet, etc.)

**Development of your one ask**
- Successful advocacy requires you to ask for the one thing you need, not a list of what you want. (You may have to choose between several options).
- The ask has to be tangible (Must be a “thing”, not “support”, “help”, etc.).
- The ask can’t be too specific.

Additionally, success depends on ability of getting others like you to become engaged. Consider how you would get others groups or individuals involved to make your advocacy campaign stronger!

**Questions?**
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