



It's YOUR Future. . . Make sure it's senior-friendly!

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HOW TO ADVOCATE FOR YOUR SENIOR- FRIENDLY FUTURE!

TEN STEPS TO EFFECTIVE ADVOCACY

ADVOCACY: *The act or process of promoting or supporting a cause*

- Step 1:** ***Decide you are ready to stop complaining and start changing!***
There is strength in numbers. Make alliances with others who feel the same way about the issue. Work together to create a plan of *action!* Identify the appropriate local officials to share your concerns with and then move up the levels of "decision makers."
- Step 2:** ***Research the issue.***
What are the facts? Learn your rights!
- Step 3:** ***Be specific about the issues.***
Keep statements factual, short and to the point.
- Step 4:** ***Have a realistic goal.***
Is your advocacy effort feasible? Has this worked in other states? Provide information to build credibility.
- Step 5:** ***Be aware of your opponent's issues.***
What are the reasons against this issue? Be prepared to discuss issues of cost/benefit.
- Step 6:** ***Be assertive, but not aggressive.***
Voice your concerns, but never threaten. Remain calm and under control.
- Step 7:** ***Keep a "Paper Trail."***
Maintain a log of names, dates, conversations, promises, results and how you felt.
- Step 8:** ***Don't burn bridges.***
You never know when you may need that contact again. Always be respectful.
- Step 9:** ***Remain flexible about how your goal is accomplished.***
Always be open to negotiation. It's best to avoid ultimatums.
- Step 10:** ***Follow-up!***
It is important to be persistent. Say thank you and send a thank you letter. Advocacy is a process, so be patient and never give up!

ADVOCACY TACTICS AT THE LOCAL LEVEL

- Letter writing campaigns
- Newspaper editorials
- Voting records of elected officials
- Guest editorials
- Senior legislative committees
- Adult voter registration drives
- Local government meetings
- Newsletters and legislative bulletins
- Professional relationships with elected officials
- Home visits
- Political forums
- Debates
- Cooperation with other organizations
- Task forces
- Petitions
- Public hearings
- Media blitz
- Picketing/Marches
- Proclamations

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.” ...*Margaret Mead*