

ADVOCACY MESSAGE CHECKLIST

02/14/2023

The most effective advocacy is personal. Our elected officials care about their constituents' views. When advocating for the university, YOUR story is important. Before you write or call your legislator, take a minute to run through this checklist.

Step 1 – Set a goal

What do you want your elected official to do with the information you share with them? What action do you want them to take? What thing do you want them to support or oppose?

Step 2 – Gather your thoughts

Ask yourself these questions:

- How are you connected to the university (student, alumni, community member)?
- How has the university affected your life, your business or your family?
- Why is the university important to the people in your community and the state?

Step 3 – Craft your message

Here are a few tips:

- Keep it short, no more than one page. Get to your point quickly.
- Offer evidence to support your position, if you have it.
- Be professional and polite.
- Ask for what you want.
- Say thank you.

Here's a basic outline:

- Identify yourself. If you are a constituent in the legislator's district, say so.
- Tell them why you are writing. What action do you want them to take? (See Step 1.)
- Why should they take that action? This is where you tell your story. (See Step 2.)
- Offer evidence.
- Reiterate your request for action.
- Thank them for their time.

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