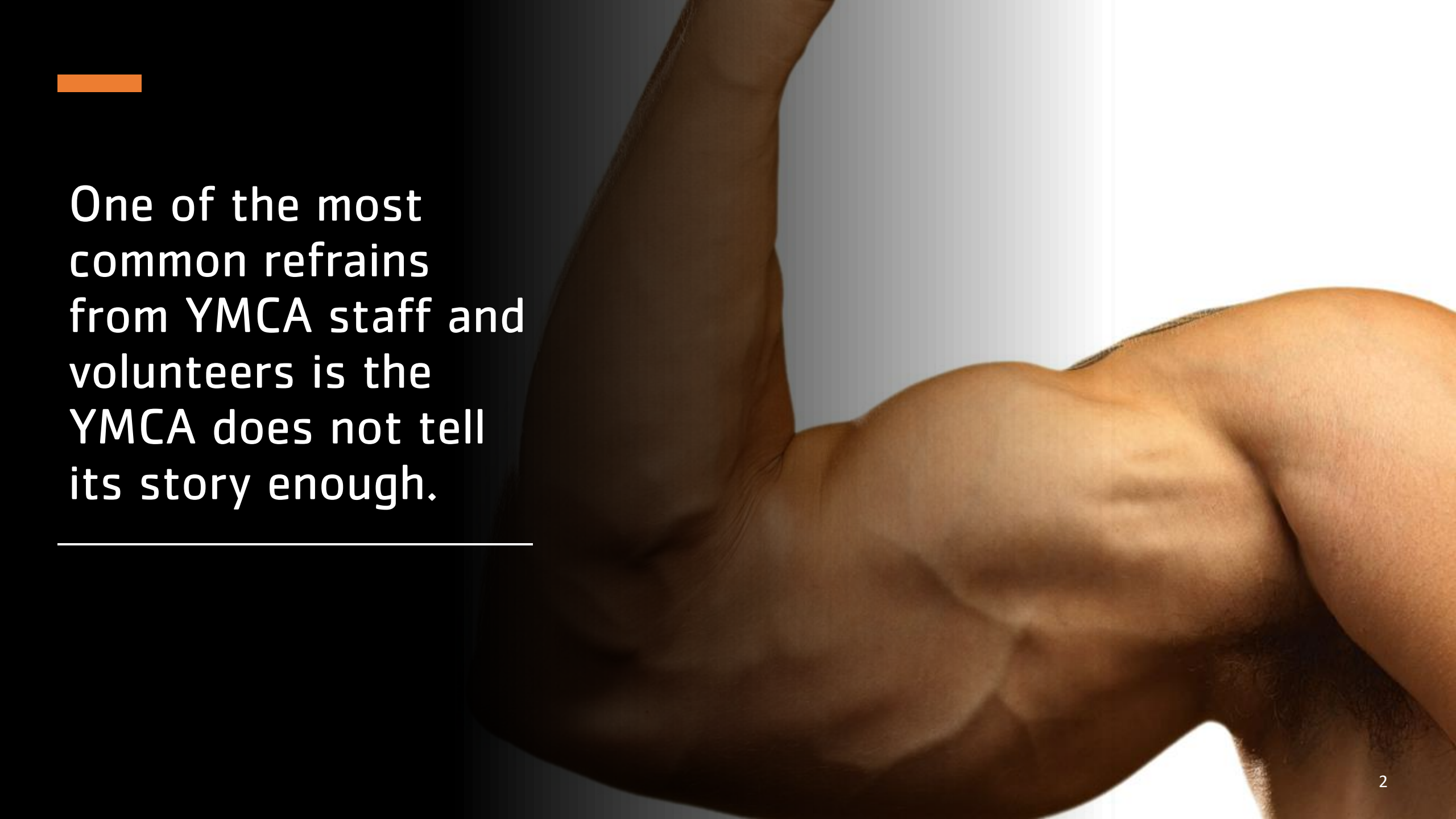




ADAPTING TO VIRTUAL ADVOCACY: USING THE TOOLS WE HAVE

**STATE ALLIANCE OF MICHIGAN YMCAS
PUBLIC POLICY DAY**

Wednesday, September 23rd

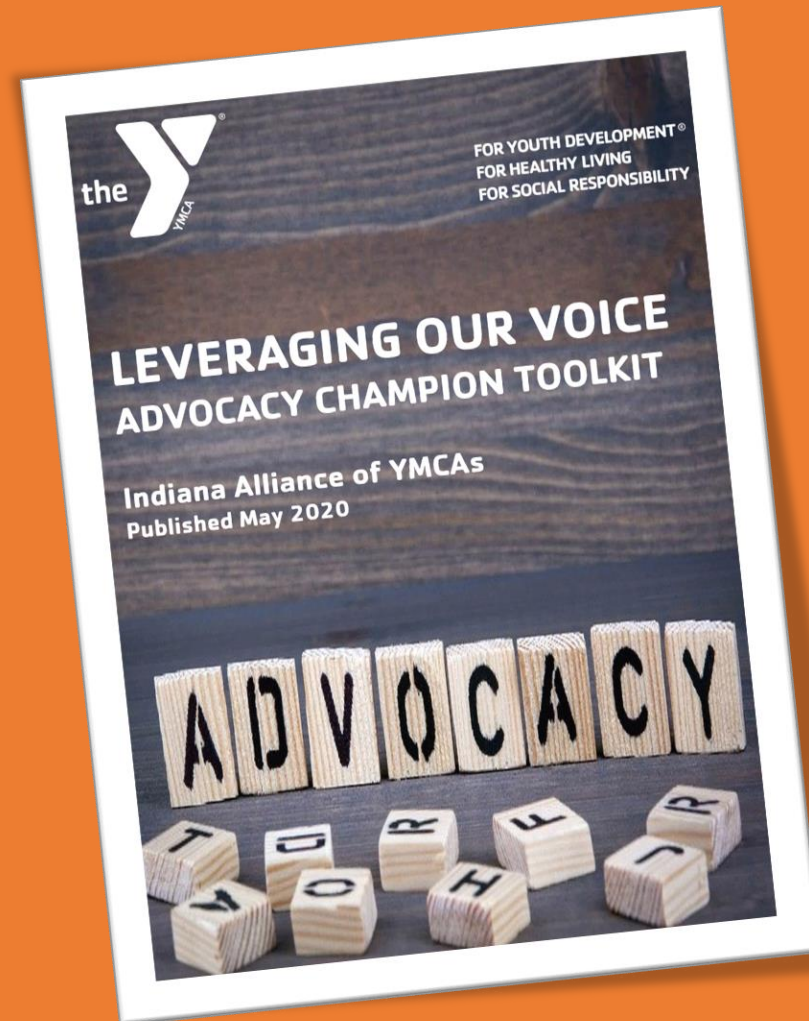


One of the most common refrains from YMCA staff and volunteers is the YMCA does not tell its story enough.

ADVOCACY ROADMAP

"I learned a long time ago the wisest thing I can do is be on my own side, be an advocate for myself and others like me."

- Maya Angelou



ADVOCACY CHAMPIONS

What is an Advocacy Champion?

Simply put, a local YMCA volunteer who will lead the Y's effort to engage their board in important advocacy work.

*"If you want to go quickly, go alone.
If you want to go far, go together."*

- African Proverb

What's Asked of Advocacy Champions?

The immediate asks:

1. Convene a task force
2. Coaching w/Alliance VP of Public Policy



ADVOCACY TOOLKIT

Purpose:

To help Advocacy Champions lead boards in telling their Ys' stories.

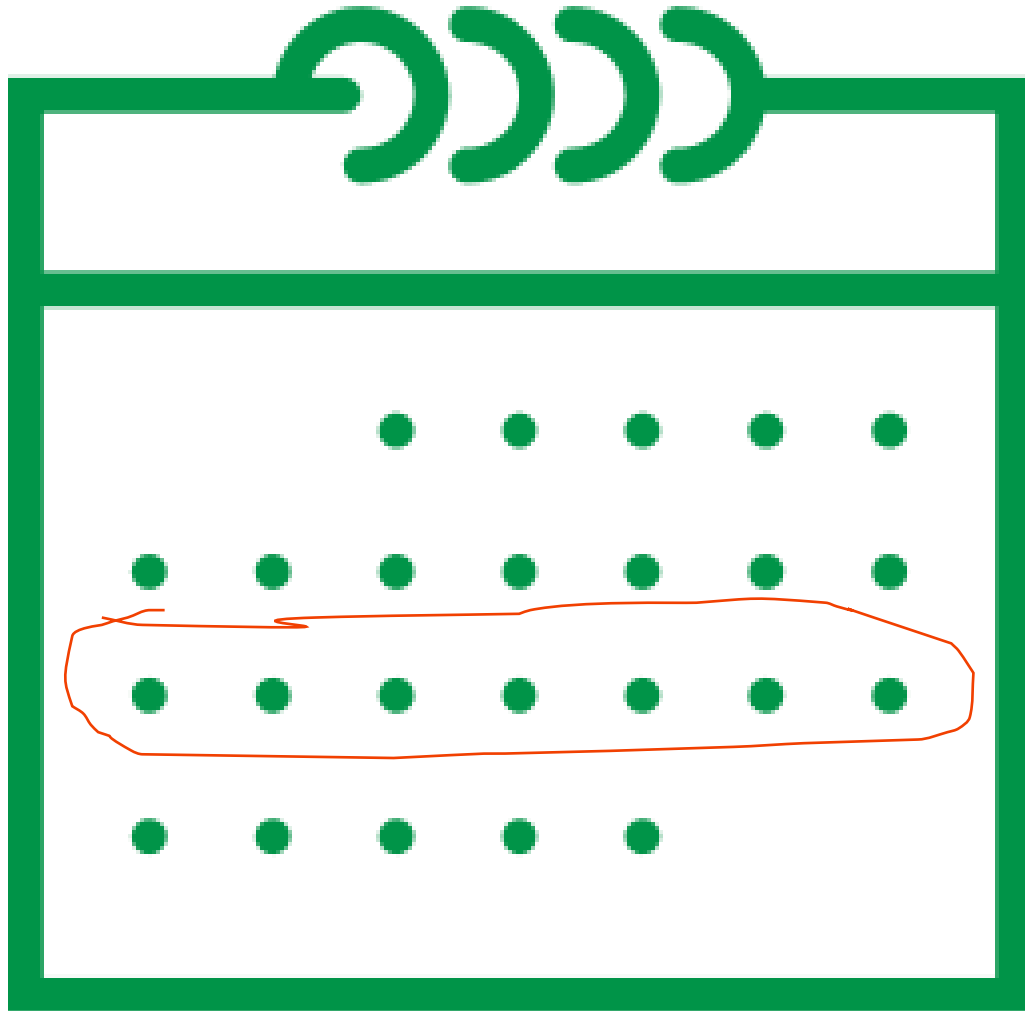
Get in Where You Fit In

- *"Do what you can, where you are, with what you have."*
 - - Theodore Roosevelt



ADVOCACY TACTICS

Advocacy Week



- Positions the Y as relevant
- Engages board members
- Develops meaningful relationships with elected officials
- Proactively protects tax-exempt position
- Aids leaders in understanding and valuing Y work
- Positions your Y for advancing to the next level of advocacy

Advocacy Modules

- Explain general advocacy topics
- Articulate specific policies/issues
- Equip and education advocates

Connect the Dots



Virtual Fly-In & Town Hall



Social Media



Online Resource Hub



“All advocacy is, at its core, an exercise in empathy.”

Samantha Power
United States Ambassador
to the United Nations from 2013 to 2017