



Annual Conference and Exhibit Show
AUGUST 28 - 31, 2017

OMNI ORLANDO RESORT
AT CHAMPIONSGATE

Stakeholders Working Alongside You; The Power of Community Advocacy

Presented by:

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Linked in



What is advocacy?

ad·vo·cate

verb (used with object) 1.to speak or write in favor of; support or urge by argument; recommend publicly: He advocated higher salaries for staff.

noun 2.a person who speaks or writes in support or defense of a person, cause, etc. (usually followed by of): an advocate of parks and recreation.

3.a person who pleads for or in behalf of another; intercessor.

4.a person who pleads the cause of another in a court of law.

Are you willing to get involved?
Can you get others involved?

Many people hesitate to get involved in advocacy because they equate it with activities they are not comfortable with...

What are areas of need within your organization that would benefit from an active and involved group of advocates?





People's perceptions are their _____.
...until they learn _____.

TELL YOUR STORY...SHARE YOUR PASSION

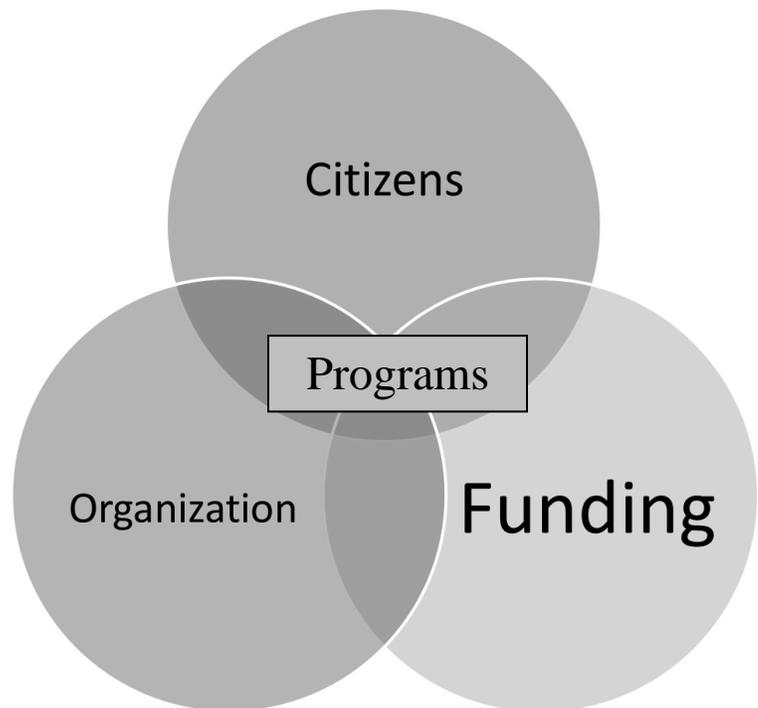
Advocate Criteria:

Passion

Perseverance

Modesty

Details

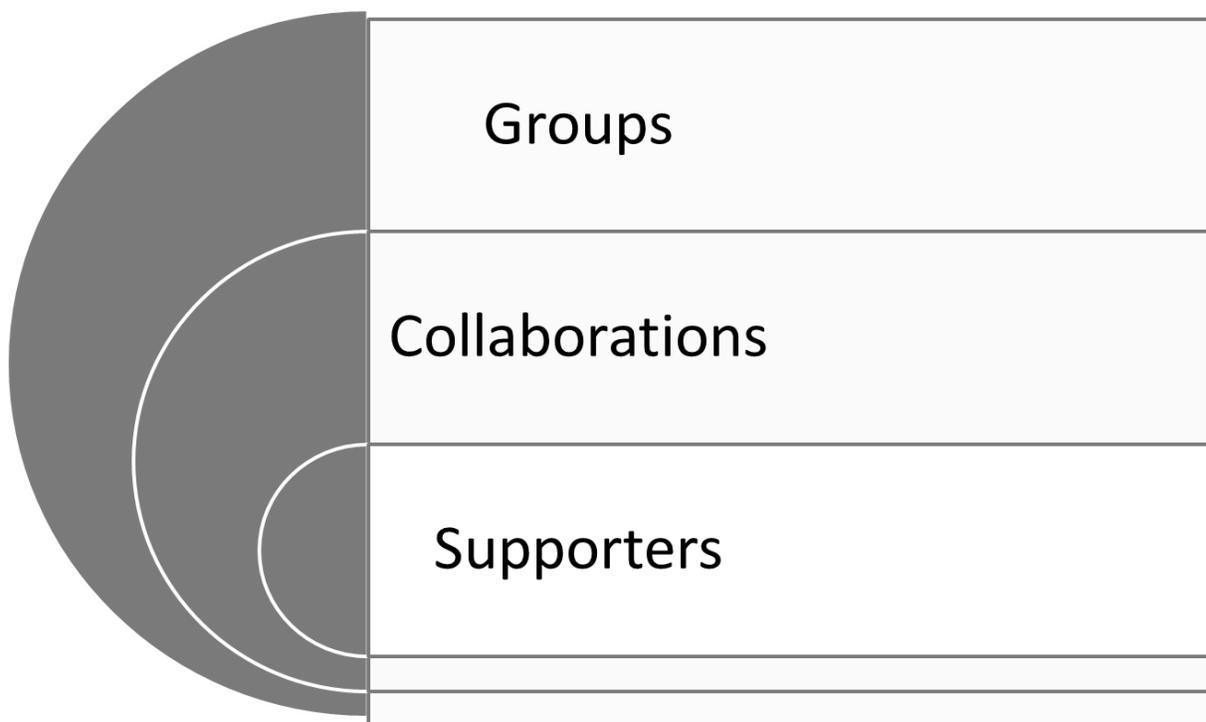


Brand Advocates:

Specific Programs/Facilities

- Discover who they are and what makes that _____ customer/user tick
- Create and grow your “Advocate Army” by continuously identifying advocate opportunities on digital, social and mobile channels
- _____ your Advocates by giving them what they crave most

“You can’t buy authentic Advocates. Their advocacy is not for sale.”



Board of Directors

Advocacy Roles and Responsibilities

- What is their role?
- Who can they influence?
- What kind of support can they offer?
- Bottom line – Board Members MUST Advocate

May not work for an issue, but they will not work against an issue.

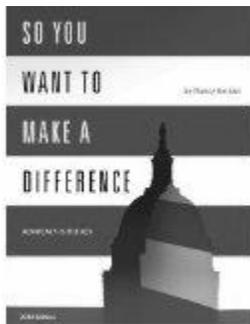
Staff (Public Employee) Involvement

Take Five...or “no more excuses”

- Action that advocates can take in five minutes or less...
 - Sample _____
 - Brief fact sheets
 - People to answer questions
 - Collect names contact information

Provide blank paper, envelopes, stamps, names and address of individuals (commissioners, legislators, etc.,) and encourage “_____” correspondence

What are your goals?



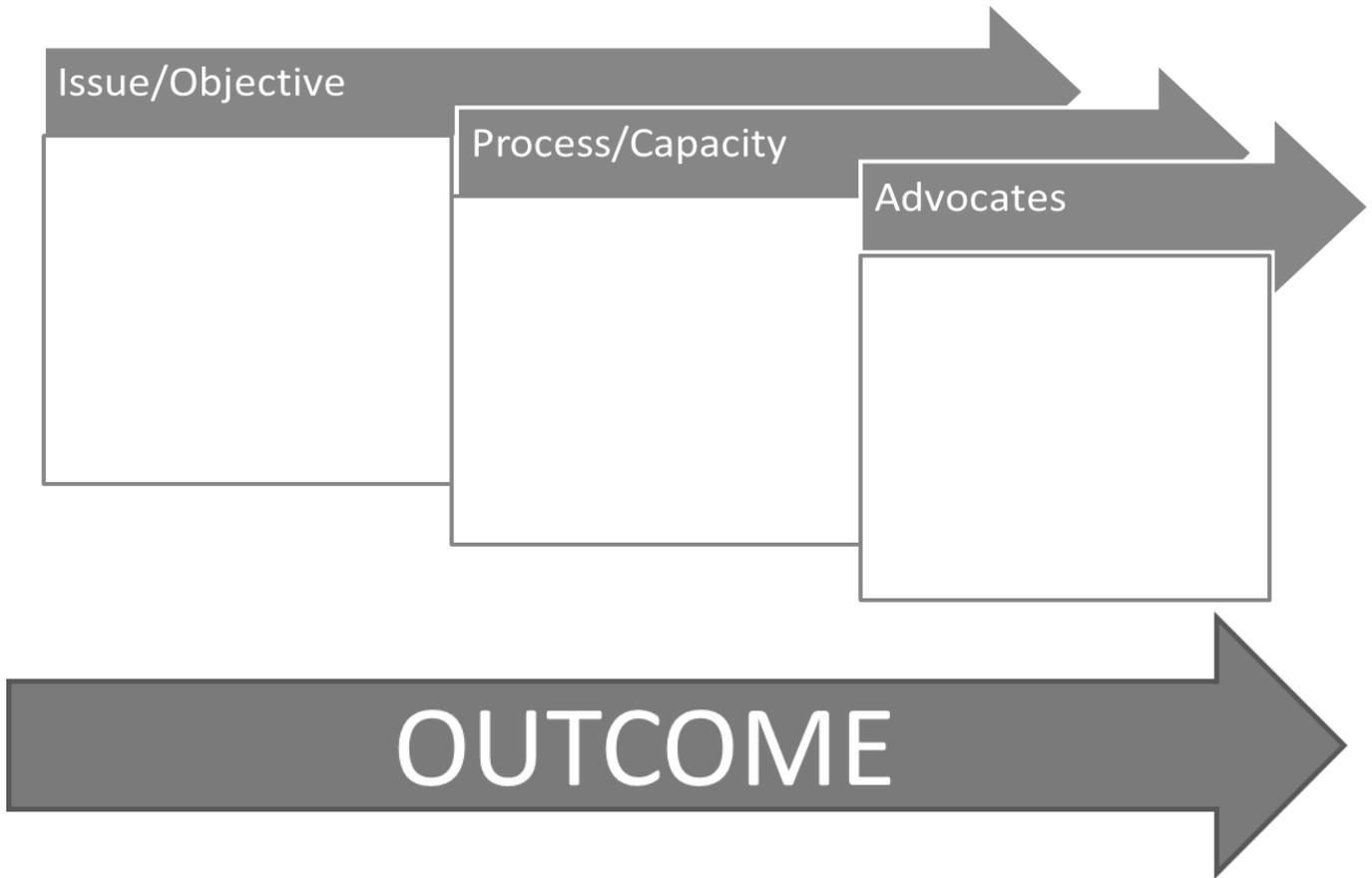
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Sustainability is a condition of existence which enables the present generation of humans and other species to enjoy social wellbeing, a vibrant economy, and a healthy environment, and to experience fulfillment, beauty and joy, without compromising the ability of future generations of humans and other species to enjoy the same. Guy Dauncey

Issue/Objective?

Process/Capacity?

Advocates?



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A handwritten signature in blue ink, appearing to read 'Lori'.