

# **AAM Online Advocacy Training: Creating an Advocacy Plan for 2011 – And Beyond!**

The American Association  
of Museums Online  
Advocacy Training Series

Have no fear! We'll explain muting, Q&A and other details when we start.

# Topics

- About the Online Training Session
- Who's Speaking?
- Seven Steps for Creating an Advocacy Plan
- Next Steps

# About the Online Training Session

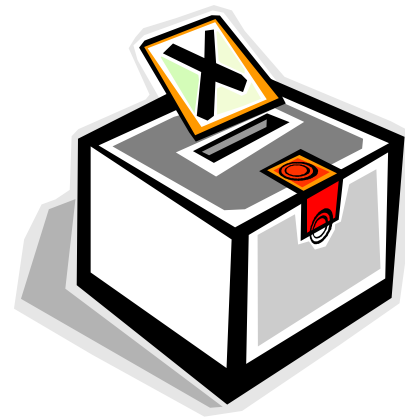
- What's happening?
- Muting
- Q&A
- Recording and Follow-Up Materials

# Who's Speaking?



# Where are we Starting?

Let's go to the polls!



# The Differences Between “Advocacy” and Education

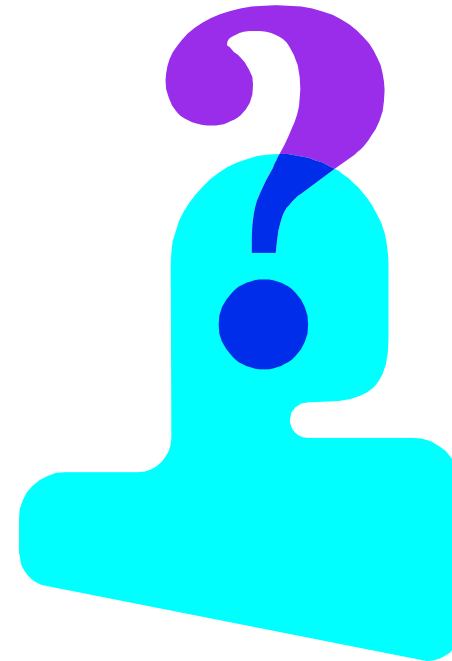


# Seven Steps to Developing an Advocacy Plan

- Developing your goal
- Assessing the political environment
- Learning about your audience
- Crafting your message
- Creating an advocate network
- Building coalitions
- Message delivery techniques

# Step One: Defining the Goal

- What do you want?
  - Continued funding / no cuts
  - Funding for a specific project
  - Policy changes?





## Step Two: Assessing the Political Environment

- How can you achieve your goal?
- Who makes the decisions?
- Is there more than one avenue?
- What are the “core values” of your audience?
  - Jobs / economy?
  - Family values
  - Societal benefits?



## Step Two: Assessing the Political Environment (Continued)

- Community factors
  - Economics
  - Demographics
  - Previous Support
  - Connections of museum activities / focus to community



## Step Three: Learning About Your Audience



Once you've assessed the political environment, you'll know who your audience is. Now you need to figure out:

- What (or who) influences them?
- How did they get into office?
- What jurisdiction do they serve?
- What are their personal interests?
- Personal relationship to museums

How? Try the [SpeakUpforMuseums](#) website

# Step Four: Crafting Your Message

- Be specific
- Know Your Audience
- Frame the Message
- Focus on Benefits
- Make it Real

# Example: Developing a Message Exercise

Knowing of your interest in:

We would like to talk to you about our ideas on supporting museums in our community. We represent XX number of your constituents, and would like to provide the following benefits to them:

To do so, we are seeking:

We believe this is important because:

Closing statement: We hope that you will be a partner with us in providing (list benefits) to the residents of (list community/constituent area) by (specific target).

# Step Five: Creating an Advocate Network – Three Key Questions

## Question One

- Where can we find advocates?
  - Friends
  - Trustees
  - Funders
  - Visitors
  - Volunteers
  - Employees
  - Local partners
  - Educators and students

# Step Five: Creating an Advocate Network – Three Key Questions

## Question Two

- How can we organize advocates?
  - Logistics (database)
  - Key contacts / advocate leaders
  - Volunteer skills (volunteer intake form)
  - Training

# Step Five: Creating an Advocate Network – Three Key Questions

## Question Three

- How can we activate advocates?
  - Tools for activation
    - Online (e-mail, social media, etc.)
    - Offline (flyers, phone trees, etc.)
  - Determining when activation is necessary
  - What will you ask them to do? (more under “delivering the message”)
- [Speakupformuseums.org](http://Speakupformuseums.org) is a resource!



## Step Six: Building Coalitions



- Who is best to deliver your message?
  - Based on knowledge of audience and message
  - Do you need to “tweak” the message based on who is delivering?
- Identifying coalition partners
- Approaching coalition partners
- Utilizing coalition partners to build on strengths
  - Coalition intake form



## Step Seven: Delivering the Message

- Meetings
- Phone Calls
- Written Communications (including email)

# Message Delivery: Meetings

- When and where can meetings occur?
- Who should deliver the message?
- How to arrange
- What will happen in the meeting?
- How to follow-up

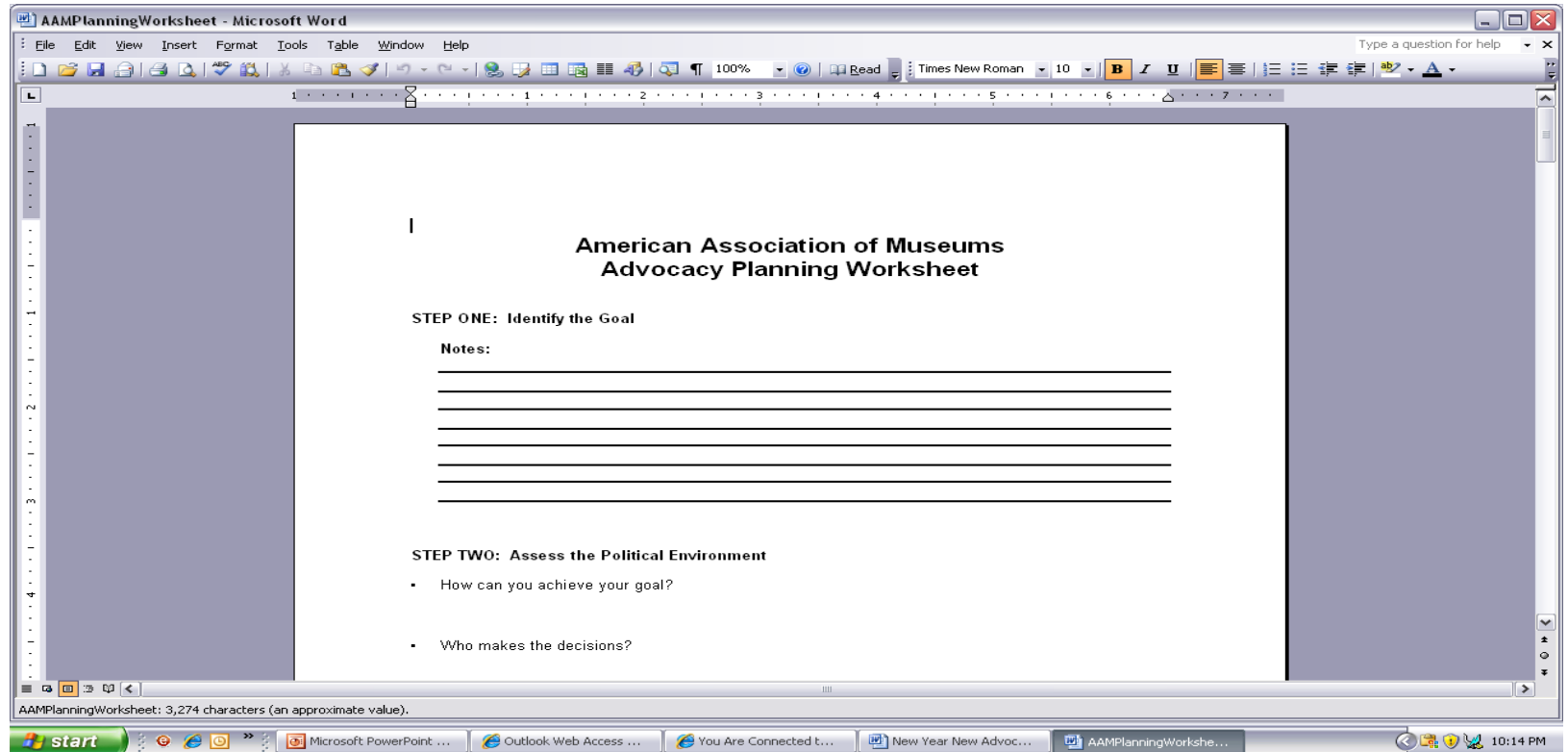
# Message Delivery: Phone Calls

- Prepping the advocates
- Pros and cons of scripts
- Always ask for a response!

# Message Delivery: Written Communications

- Call to action
- Personal story
- Relevancy
- Keep it brief

# Pulling it all Together: Your Advocacy Timeline



# The Five Minute Action Plan

What will you DO with this information? Let's go to the poll!



## What Other Resources Are Available?

- Attend Museums Advocacy Day 2011 – If you can't attend, make sure someone from your museum or coalition does!
- Use [www.speakupformuseums.org](http://www.speakupformuseums.org) to register AND to send letters to your legislators
- Work with your AAM government relations team – they are here to help.



# Final Questions or Comments?

## AAM Contact Information online

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## Advocate Intake Form

Name:

Address:

City, State, Zip

Telephone:

E-mail:

How did you hear about our effort?

What is your connection to our issues?

Have you had any experience with advocacy campaigns in the past? If so, what?

Do you know any elected officials personally?

- Local
- State
- Federal

What are you most interested in doing (these are examples)?

Send letters to legislators	Participate in events
Make phone calls	Host events
Office work	Put up signs

Do you have any particular expertise that you might be willing to contribute to the cause? (marketing, legal, accounting, etc.)

Coalition Intake Form

Organization:

Name:

Address:

City, State, Zip

Telephone:

E-mail:

How did you hear about our effort?

What is your organization's structure (member-based, foundation, single-entity, etc.):

If member-based, how many members do you have and of what type (individuals, businesses, etc.):

What is your organization's connection to our issues?

Have you had any experience with advocacy campaigns in the past? If so, what?

Does your group have any connections to any elected officials personally?

Does your organization have any particular expertise or resources that you might be willing to utilize for the cause?

Marketing

Financial Contribution

Mailing list

Fundraising

Large Meeting Space

Event

Media Relations

Website

Newsletter

Other:

What activities might you be willing to undertake for the effort?

Mailing to our members

Posting in our newsletter

Writing letters to the editor or press releases

Providing information at events

Posting information on our website

Raising funds

Identifying other potential allies

Other:

Volunteer Name	Street Address	City	State	Zip	Connection to Museum	Past Experience	Skills / Interests	Connections
Stephanie Vance	123 Main Street	anytown	CA		Friends group	Congressional campaigns	Excel whiz!	Knows AAM GR staff