

Define

the advocacy issue

Keep it simple and specific. An important part of being effective is being very clear about the issue and what you feel should be done about it.

The decision makers may not be aware of all points about an issue. They may not see your issues as a priority. Your issue is just one of many messages to which decision makers hear every day. Explain the issue with one or two short sentences, then give specific examples of how it impacts you and others.



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