

# AP APPENDIX 1

## ADVOCACY FRAMEWORK FOR ISSUES

ISSUE: \_\_\_\_\_

**Note:** "Staff" means program staff, Management Team and Executive Director as appropriate to the issue. *Background information, presentation to the Board, reading material, as appropriate, provided by staff. Staff will complete the form when an advocacy opportunity arises in which the Board can participate. If the issue is more complex and requires an ongoing effort, an issue-specific plan will be developed by the staff or by staff in consultation with the Board.*

<b>OBJECTIVES</b> <i>Goal of advocacy effort</i> Developed and provided by staff			
<b>BOARD ADVOCACY</b> <i>What can the Board do?</i> Suggested by staff Board suggestions offered if possible			
<b>KEY AUDIENCE(s)</b> <i>With whom are we advocating?</i> Suggested by staff Board suggestions offered where possible			
<b>KEY MESSAGES</b> <i>How does the issue relate?</i> <i>What is the message?</i> Provided by staff			
<b>EFFECTIVE STRATEGIES</b> <i>What activities to be undertaken?</i> Suggested by staff Board suggestions offered where possible		<b>Who</b>	<b>When</b>
<b>REPORTING AND MONITORING</b> Determined by Board and Executive Director			
<b>EVALUATION</b> <i>Did these activities have any effect?</i> Determined by Executive Director and Board			