

The Heart of Advocacy

Engaging Clients

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Why should I get clients involved in advocacy?

- Bring focus to issues
- Empowerment
- “Grow the movement”

How can I get clients involved in advocacy?

- Participant focus groups
 - Determine activities and issues
- Participant leaders
 - Engage other clients
 - Work with staff to plan and lead meetings
- Types of activities
 - Postcard Campaign
 - Letter Writing Campaign
 - Calls to elected officials
 - Legislative visits
 - Media representation
 - Rallies and events

