Advocacy

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Advocacy is delivering a focused message to a specific audience to effect positive change.
Strategy for good advocacy

- well defined goal
- clear sense of your audiences
- set of actions most likely to achieve your goal
Know Your “Why”

1. People who make things happen know why they’re doing it.

2. Find power in your purpose.

3. Voicing “why” = inspires others to understand, value, and support.
Know Your “Why”

4. Look to the intersection of your talents, skills/expertise, passions, & values
   a. What makes you come alive, excited at work?
   b. What are your strengths?
   c. Where do you add the greatest value?
   d. How do you measure success?

5. Keep it short
Developing the Goal

- Need or action
- Alignment (if possible)
- Audience
- Outcomes
- Benefits
Goal: Alignment

- Helps justify resources for an initiative
- Helps enlist support from leadership
- Helps demonstrate value to those instrumental in the effort
- You likely don’t have time for nonessential efforts anyway

- Option: identify your goal as part of a larger project
Goal: Know thy Audiences

- Who holds the power to make my goal a success or failure?
- Who are the stakeholders?
- Who are my supporters?
- Who might be in opposition?

- Learn what approaches will best address their interests
- Deliver an appealing message
1. Target audience(s)
   a. Name
      i. Reasons for support or concern
      ii. Reasons for support or concern
   b. Name
      i. Reasons for support or concern
      ii. Reasons for support or concern

2. Supporters

3. Stakeholders

4. Opposition
Goal: Outcomes and Benefits

Articulate the wonderful things that happen when you get what you need

Make sure they align with the organization’s mission/goals

Speaks to your audiences - do they get anything out of this?
Goal: Reminder

- Need or action
- Alignment (if possible)
- Audience
- Outcomes & benefits
Crafting the Goal Statement

I will demonstrate to the executive director that we will support the performance goals of the orchestra and make more efficient use of resources by producing fast, legible copies that are required by the musicians for efficient rehearsals and fabulous performances.
SPIT Test

- Is your goal statement:
  - Specific
  - Personal
  - Informative
  - Trustworthy
Strategies for Compelling Messaging

- Spark emotions
- Tell relevant stories
- Use data if appropriate
- Option: graphs, charts, images
Communication Approaches & Techniques

- Written
- Online
- In person

- Action or support?
- Listen

- Elevator speech for advocacy effort
Assessment

Evaluate and learn from your efforts to be even more effective and efficient next time.

- Did changes take place?
- Data that illustrate positive change or the effect of a lack thereof?
- Any feedback from audiences?
- How did audiences view the effort, and what would they suggest be done differently?
D.C. al Coda

- Know your “why”
- Research your audiences
- Define a clear, achievable goal
- Create clear and compelling messaging
  - …with stories, data, and any other information that supports your goal
- Identify and deploy communication approaches and techniques
- Assess progress and adjust if necessary
Checklist and Worksheet

https://tinyurl.com/kyy7ht4z

1. Develop a goal statement
   [ ] Is your goal clearly stated?
   [ ] Does it connect to the organizational mission?

2. Identify the audience, key stakeholders and supporters
   [ ] Who is your audience? Is it clearly defined and focused?
   [ ] Who are the key stakeholders?
   [ ] Who are your potential supporters?
   [ ] For each group identify:
      [ ] What do you know about their background and interests?
      [ ] What matters to them?
      [ ] What can you do for them?


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