



## How to Make Your Case in Just One Hour a Week

There's never enough time in a day to get everything done—especially when it comes to fighting for your cause. But you'd be surprised about how much you can accomplish with just one hour a week (even better—it doesn't have to be one single block of time...you can spread it out!).

Advocacy doesn't always have to be a large-scale action like marching at the statehouse or a full-fledged strategy; small, consistent actions can build momentum and make a big impact over time. These eight simple tips will help you start influencing policy, raising awareness, and communicating your organization's stance on key issues.

### 1) Write a letter:

A quick, personal letter to a key policymaker, community leader, or influential stakeholder can have a significant impact. Introduce your organization, express support or concern on an issue, or thank someone for their efforts. This small action can initiate or strengthen a relationship that furthers your advocacy goals. Today, letters are more rare and may get more attention than your email.

### 2) Engage your coworkers:

Your colleagues can be some of your best advocates. They know your organization's mission and values, and their involvement can amplify your efforts. Encourage them to participate in small advocacy actions, such as leveraging their own networks and sharing key messages. A unified team is a stronger force for advancing your advocacy efforts.

### 3) Make one phone call:

Just like a letter, a quick phone call to a legislator's office, a coalition partner, or a community ally can make a significant impact. Take the opportunity to thank them for their support, share your organization's stance on an issue, or invite them to get involved further in your advocacy work.

### 4) Take someone to lunch:

Everyone has to eat, so why not use that time to both educate and learn? This is a great opportunity to discuss the issues that affect your organization with a potential supporter (elected or otherwise) or thought partner. Share your mission, highlight current challenges, and explain how they can contribute to your advocacy efforts. At the same time, listen to their insights and experiences—they may offer valuable perspectives or ideas you hadn't considered. Lunch is the perfect setting for open, candid conversations, and who doesn't love trying to solve the world's problems over a meal?

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## 5) Share what you've learned with others:

Spend a few minutes disseminating helpful information that supports your advocacy efforts. Share a recent study, a policy brief, or an insightful article with your network and with policymakers. This helps build a community of informed advocates who can amplify your message.

## 6) Attend a public event:

Being present at events where policymakers, community leaders, or influencers gather allows you to advocate for your cause in person. Whether it's a town hall, ribbon cutting, or community meeting, attending an event where elected officials or civic leaders are present is a great way to get face time with decision-makers. During the event, take the opportunity to introduce yourself, ask a prepared question, or make a brief comment that underscores your advocacy goals. Afterward, follow up with a personal note or email to any officials or leaders you spoke with, reinforcing your organization's commitment to the issue and thanking them for their time.

## 7) Use social media to connect with elected officials:

Social media offers a direct line to elected officials and key stakeholders. Follow your elected officials on social media, subscribe to their newsletters, and share content that aligns with your advocacy goals. This increases your organization's visibility and demonstrates active involvement in the issues you care about.

## 8) Tell a friend or family member one great thing about your organization:

Practice makes perfect, and the more you practice talking about your organization's advocacy efforts, the more confident you'll become in sharing your message with broader audiences. Start by sharing your advocacy successes and goals with those close to you—it's an easy way to refine your messaging and inspire others to get involved.

Want more suggestions on improving or strengthening your advocacy work? Check out [The Advocacy Glossary of Terms](#), [Five Steps to Effective Policy Engagement](#), and [The Do's and Don'ts of Electoral Advocacy for 501\(c\)\(3\)s](#).

Want to learn how communication, strategy development, advocacy, or capacity building can move your organization forward? Need an expert for training sessions or conference presentations?

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