

# Strategic Advocacy Plan

## Clark County Community Action Program

**Mission Statement:**

*The Clark County Community Action Program is a key provider for emergency needs, basic and essential services, and programs that work to improve self-sufficiency. The Community Action Program works with community partners to prioritize help to alleviate identified community needs.*

### Level 1. Get Informed, Take Action Online

Activity	Strategy	Goal	Tools and Tips
<b>Online Actions</b>			
	Sign-up for advocacy alerts from agencies that advocate for the issues you care about (e.g.; local agencies, WSCAP, WLIHA, WACADV, WSFNC).	Stay informed on key policy issues; deepen knowledge of legislative process.	WSCAP <a href="#">action center</a> & timely <a href="#">action alerts</a> provide sample messaging for you to personalize and easy access to your elected officials.
	Respond to action alerts with targeted messages to elected officials.	Influence legislation; build relationships with elected officials.	Scripted messages within the action alerts will be provided for ease. However, you are encouraged to personalized messages.
	Forward action alerts to your cohorts and coalition partners.	Keep broader community informed of advocacy opportunities.	
	Post action alerts and CAAB related information on social media	Post action alerts on partner organizations' facebook accounts; follow Twitter/tweet	"Friend" WSCAP, WLIHA and other related advocacy agencies on social media.

### Level 2. Build Relationships

Activity	Strategy	Goal	Tools & Tips
<b>Communication and Friend raising</b>	Attend community events, such as Project Homeless Connect, poverty simulations, other advisory boards, trainings and tours.  Invite community members to sit in on a CAAB meetings or other related community events etc.	Strengthen relationships.  Elected officials and stakeholders get to know CAAB members on a first name basis and see members as an important member of the community.	Staff will provide information to the CAAB, as available. CAAB members are welcome to share Advocacy related documents.

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<b>Provide Information</b>	Meet with an elected official or influential stakeholder to share documents, facts, figures and/or programs.	Share information and create a pathway to access accurate information.	CAAB documents (e.g.; Community Action Report, Community Needs Assessment)
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<b>Level 3. Become an Advocacy Partner</b>			
<b>Activity</b>	<b>Strategy</b>	<b>Goal</b>	<b>Tools &amp; Tips</b>
<b>Advocacy Partnership</b>	Join a state or federal coalition that supports CAAB efforts (anti-poverty programs), such as the National Community Action Foundation	Increase combined impact and effectiveness of advocacy.	Visit the National Community Action Foundation website to receive action alerts, and consider joining as a member: <a href="http://www.ncaf.org">www.ncaf.org</a> Others include WA State Low Income Housing Alliance <a href="http://www.wliha.org">www.wliha.org</a>
<b>Track Advocacy</b>	Quantify the collective advocacy action of CAAB members.	Increase advocacy actions taken by CAAB members.  Increase specific types of advocacy action taken by CAAB members.	Fill out the advocacy action survey quarterly or as advocacy occurs.
<b>Increase Advocacy with Elected Officials</b>	Create an advocacy roadmap document for CAAB members to follow.	CAAB members have the information needed to advocate in whichever way they feel most comfortable.	