

# Tips for Building Your Advocacy List

Supporters are an organization's lifeblood, and they are essential to effective advocacy. They give us strength to achieve our goals, make our work more visible in our community, humanize us with decision-makers, connect us with partners, and form an army of volunteers and potential donors. Bottom line: we need more people involved!

## Tips to Start or Grow Your Lists

- 1. Who do you already know?** Put together a list of people your chapter already works with, including community partners, volunteers, staff, donors, board members, and self-advocates. Ask these people to join your list and share with their network.
- 2. Always have a sign-up sheet** that includes names, email, and phone number, opt-in for texting. Never be without a sign-up, whether you carry physical copies to events (internet can be unreliable), an iPad, or use a text-to-sign up (if you have a system that supports that). And include digital sign-up sheets in your newsletters and event registration forms.
- 3. Use events as a sign-up opportunity.** Take sign-up sheets with you if you present, sponsor, table, or exhibit at a community event. Have your 30-second speech on why people should sign up ready.
- 4. Use social media** to share your work, educate people, and ask others to join your efforts and advocacy list.
- 5. Keep one list.** While people may sign up differently, keep only one advocacy list. Make sure those who use the sign-up lists know how to get information to you.
- 6. Don't wait to use your list!** If you don't engage the people on your list, you risk losing their support. Share regular updates and find ways they can support your advocacy goals.

**Questions, want more information, or have tips to add?**

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