

**Achieving Your Mission Requires Actively
Advocating for Your Cause**

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**Hardy Smith
Hardy Smith Nonprofit Consulting
www.hardysmith.com**

Achieving Your Mission Requires Actively Advocating for Your Cause

Why Advocacy is Essential for Nonprofits

A Good Cause Doesn't Guarantee Support

- **This is not civics 101**

Developing a Successful Advocacy Strategy

- **Being Prepared**
- **Working With Focus**
- **Being Successful Requires Individual Commitment**
- **Positioning Your Cause for Building Support**
- **Crafting Your Message & Communicating Effectively**
- **Working with Coalitions**

Mistakes to Avoid

Q & A

Notes and Ideas To Take Action On:

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Developing Your Advocacy Elevator Speech

- 1. What is the purpose of your message?**
- 2. Who is your audience?**
- 3. Why should they care?**
- 4. What points do you want to make?**
- 5. What is your message?**

Advocacy “Elevator Speech” Delivery Tips:

- 1. Don’t think of “elevator speech” as a speech.**
- 2. Identify points you want to make in a conversation opportunity that might be brief.**
- 3. Gets your thoughts organized.**
- 4. Write it out...being easily understood is a must.**
- 5. Make interesting enough that someone will want to hear more.**
- 6. Don’t be mechanical.**
- 7. Different versions for different audiences.**
- 8. Be prepared for follow up....in case they are interested.**
- 9. Action request: Can you support this/may I set up an appointment?**
- 10. Practice**
- 11. Multiple uses:**
 - Handouts**
 - Correspondence (emails/social media/notes)**
 - Website**
 - Social Media postings**
 - Media –perfect for soundbites**

Nonprofit Leadership Resources

Articles featuring practical tips with plenty of how-tos written to assist with the challenges of nonprofits, associations, and volunteer based organizations are available to nonprofit leaders.

Also available is a listing of recommended reading that will provide valuable insight to those serving in nonprofit leadership positions.

To access these free resources, please visit Resources Page on my website at www.hardysmith.com

You may also sign up for my free, monthly email newsletter *Tips For Nonprofit Success* on my website.

Hardy Smith
Nonprofit Consultant and Speaker
386-451-0652
hardy@hardysmith.com

