



Government/Traditional Advocacy	[Social] Media	Community Events	Coalitions/Cooperation	"Grasstops"
Letter-writing campaigns Meetings with senators/representatives Can be done at local, state, and national levels	Twitter hashtag campaign Online "challenges" Designed to reach large audiences Create momentum regardless of distance	Designed to increase community awareness for a particular issue Can be used to encourage others to engage in/learn about advocacy	Working with organizations who already engage in advocacy Community/coalition groups present a united front, and can be more effective than individual efforts See "Advocacy Resources" handout	Advocacy undertaken by particularly influential individuals Important, but can be limited in effectiveness because individuals may not be constituents