



layers of strategy

A framework to guide your advocacy efforts and help you go the last mile.

- Overall strategy**
 - ✓ What problem do you want to address?
 - ✓ What solution will you propose?
 - ✓ Who has the power to make this change?
 - ✓ How will you influence your audience?
 - ✓ What allies can help you make your case?

- Media strategy**
 - ✓ Will media coverage help you to reach your intended audience?
 - ⇒ If so, when would media attention affect the policy process?
 - ⇒ What media outlets is your audience most likely to read / view?

- Message strategy**
 - ✓ What shared values can you appeal to in your message?
 - ✓ How will you frame your message? (Be sure to include details describing the problem, solution, and why it matters.)
 - ✓ What spokesperson can deliver the message? How will you prepare them?
 - ✓ What data, visuals, and other materials do you need to make your case?

- Access strategy**
 - ✓ How will you gain access to the media?
 - ✓ What newsworthy story elements will you compile to garner reporters' attention?
 - ✓ How will you pitch your event or story?
 - ✓ After you've captured and assessed the resulting coverage, what platforms will you use to share it more widely?