



**BUILDING AN ADVOCACY NETWORK FROM SCRATCH
OUTREACH PLAN**

	TOPICS	W/ORGANIZER	W/OUT ORGANIZER
TOOLS	<ul style="list-style-type: none"> ✓ Sign-up form ✓ Brochure ✓ Alert network/ website ✓ Policy plan ✓ Calendar ✓ Spokespeople 	Organizer will develop with input from regional volunteers	Volunteers will take assignments to complete
STAKE-HOLDERS	<ul style="list-style-type: none"> ✓ Community leaders ✓ ASO staff ✓ Public health ✓ PLWHA ✓ Allies ✓ Faith-based 	Organizer will outreach to “grassroots and grasstops” and conduct training for volunteers to reaching out to others	Volunteers will take assignments and develop methods to track success
MESSAGES	<ul style="list-style-type: none"> ✓ Why advocate? ✓ Is it needed? ✓ Does it get results? ✓ Is it hopeless? ✓ Is it someone else’s job? ✓ Is it time consuming? ✓ Is it rewarding? 	<p>Organizer will develop talking points to help TAAN recruit and involve members</p> <p>Organizer will train volunteers on communicating key messages</p>	Volunteers will take lead on drafting talking points and using them regionally
ACTIVITIES	<ul style="list-style-type: none"> ✓ Network meetings ✓ Network conf calls ✓ Training events ✓ Lobby Days ✓ Alerts/updates 	Organizer will plan events with input from regional volunteers	