

# **How to Start an Advocacy Group....**

## **And Keep It Going**

1. Identify your cause and reason
  - a. Know why you are starting the group and, more importantly, what the group is going to do- what, for who, where, and how.
  - b. Create a mission statement- whether this group is 'formal' or not, it is important for members of the group as well as the community know exactly what the group is about and its purpose.
2. Needs assessment and competition
  - a. Conduct research to determine if similar organizations already exist.
  - b. See what your competition will be to provide resources.
  - c. Conduct a needs assessment to be sure that your group is actually needed in the area that you are planning.
3. Find fellow organizers
  - a. Contact interest groups/individuals/organizations to attend
  - b. Be sure this is a mission that people want to support and help advocate for.
4. Follow best practices
  - a. <https://advos.io/feature/8-best-practices-for-starting-an-advocacy-program/>

Once you have your group, keep it going by...

1. Setting up committees to keep people engaged
2. Plan fun events- group events help strengthen the connection and are more likely to keep people involved in the group.
3. Be sure everyone has something to do- if there is nothing to do, why be in a group?  
Delegate different tasks to everyone to keep them included
4. [http://peoplefirstwv.org/wp-content/uploads/2015/10/Chapter\\_How-to-Start-and-Support.pdf](http://peoplefirstwv.org/wp-content/uploads/2015/10/Chapter_How-to-Start-and-Support.pdf)

### Reference Links-

- <https://www.in.gov/gpcpd/2356.htm>
- [https://theconsumervoice.org/uploads/files/advocate/How\\_to\\_Start\\_a\\_Citizen\\_Advocacy\\_Group,\\_NCCNHR.pdf](https://theconsumervoice.org/uploads/files/advocate/How_to_Start_a_Citizen_Advocacy_Group,_NCCNHR.pdf)
- <http://www.survivorshipatoz.org/colorectal/topics/advocacy/?sid=867>
- [http://peoplefirstwv.org/wp-content/uploads/2015/10/Chapter\\_How-to-Start-and-Support.pdf](http://peoplefirstwv.org/wp-content/uploads/2015/10/Chapter_How-to-Start-and-Support.pdf)