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Free Social Services Advocacy Checklist

Use this checklist as your step-by-step guide to begin or enhance your social services advocacy journey.

Whether you're advocating for one person or pushing for systemic change, these actions will help you stay focused and impactful.

1. Define Your Advocacy Focus

- ☐ Identify the specific issue or population you want to support
- ☐ Clarify why this issue matters to you and the community
- ☐ Research the historical and current context of the issue

2. Set Measurable Social Goals

- ☐ Write down 1-3 realistic advocacy goals you want to achieve
- ☐ Determine what success will look like for each goal
- ☐ Create a simple timeline for reaching your objectives

3. Map Community Resources and Allies

- ☐ Identify existing advocacy groups or coalitions
- ☐ Find professionals, clients, or stakeholders who can support your cause
- ☐ Build a list of organizations or services relevant to your focus area

4. Take Initial Action

- ☐ Write or call a policymaker or public official
- ☐ Start a petition, campaign, or awareness initiative

- ☐ Share your advocacy goals publicly (in person or online)

5. Document Your Efforts

- ☐ Track who you've contacted and when
- ☐ Keep copies of messages, letters, or campaigns you've initiated
- ☐ Note any wins, changes, or responses received

6. Reflect and Adapt

- ☐ Review your progress monthly or quarterly
- ☐ Adjust your strategies based on what's working
- ☐ Celebrate small wins and share updates with your community

View our website for more helpful guides:

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