

Ways To Promote Awareness For Your Favorite Cause

Promoting public awareness of local issues and problems is also known as advocacy. You can show your support of a worthy cause by doing some of the following things:

- Wear a button or put a bumper sticker on your car.
- Read the newspaper. Keep up to date on news about your issue.
- Keep on top of media and TV stories. How do they portray your issue in their stories?
- Write to the producers of these programs to express your support or dissatisfaction with their portrayal of your issue in their media stories.
- Put up a yard sign.
- Register to vote.
- Register others to vote.
- VOTE!
- Plan a fundraiser.
- Sign a petition.
- Include messages about your issue when writing or speaking to friends and acquaintances.
- Ask the library or local bookstore to display books about your issue.
- Offer to present a talk informing people about your issue.
- Call into a radio show.
- Be a guest speaker on a radio show.

Write an article for a local newspaper or bulletin.

- Write a short informational article for your church or club bulletin.
- Serve on a committee to improve the situation in your area.
- Start of a team of people and organization that will come together to collaborate on working on this issue together.
- Volunteer!
- Attend public meetings.
- Attend local governmental meetings.

- Testify at State Assembly or Senate hearings.
- Send money to your favorite charity.
- Plan a service project to do with your family.
- Plan a service project to do with a group of families that you are friendly with.
- Find out who your local, state, and federal officials are.
- Write letters to these individuals educating them about your issue. (Written letters make a stronger impact than do email messages or telephone calls.)
- Thank key leaders and support their efforts when they do something that you like.
- Provide fact sheets to key individuals.
- Host educational fairs about your issue.
- Set up a telephone tree to inform members of current news.
- Lead a discussion group.
- Speak to service clubs and organizations.
- Campaign for a candidate who supports your cause.
- Suggest an idea for a new piece of legislation to your local legislator.
- Call your local nonprofit agency. Ask them how you can volunteer to help them.
- Organize a rally or protest.
- Stuff envelopes or answer telephones.
- Hold a telethon or phone-a-thon.
- Publicize information about success stories.
- Offer to do research for a legislator.
- Create a puppet show or skit about your issue. Take it to local elementary schools or childcare centers to teach young children about your issue.
- Write a letter to the editor of the local newspaper.
- Put together a coloring book for young children that teaches them about your issue.
- Be a role model to a younger child.
- Take a friend with you during your advocacy activities.
- Make posters.

- Participate in a walk/run.

- Participate in your agency's special events.

- Volunteer to distribute informational brochures.

- Host a trivia contest with questions about your issue.

- Create stuffers to be included in grocery bags.

- Purchase goods made by that organization.

- Contact your charitable organization. Ask them what items are on their "wish list".
Get those things for them.

- Learn about the laws that aid or deter from your issue.

- Call your local Volunteer Center (1-800-VOLUNTEER) to learn about volunteer opportunities in your area.

- Look at websites that provide information about your issue.

- Learn about what local agencies and key leaders are doing in your area.

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About the Author

Devorah Vineburg is the lead staff professional at the Volunteer Center of Brown County, Green Bay, WI, in the areas of training, consultation and technical assistance to nonprofit agencies. Her website Crafty Community Connections located at www.craftycommunityconnection.com is an excellent resource of ideas for craft and volunteer service projects that can be donated to local people, agencies and charities as a community service. It is a great resources for crafters, kids, teachers, scouts, youth groups, Sunday Schools, parents and friends. The website is updated each month. Subscribe to our free newsletter. On our Shop for Charity page, buy a featured item, and an identical item or its wholesale value will be donated to your favorite registered charity. www.craftycommunityconnection.com