**Advocacy Self-Assessment Tool[[1]](#footnote-1)**

The *Advocacy Self-Assessment* is a general guide for identifying areas where you feel you do well or where you wish to learn more about advocacy. It is not intended to be exhaustive and you may wish to write in your own ideas within each category. Rate yourself on one or more of the following activities:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sample Activities** | **Do Well So-So** | **Help** | **N/A** |
| **Educating , Advocating , and Lobbying**  |
| Knowing what I can legally do |  |  |  |  |
| Educating others  |  |  |  |  |
|  |  |  |  |  |
| **Leadership**  |
| Understanding how advocacy leadership process works |  |  |  |  |
| Creating and maintaining an active public policy/ advocacy committee |  |  |  |  |
| Creating and maintaining a strategic advocacy plan  |  |  |  |  |
|  |  |  |  |  |
| **Infrastructure: Mobilizing Grassroots**  |
| Organizing /mobilizing (local/regional/state) networks by engaging staff, board members, and community leaders, and/or volunteers in advocating for public policies  |  |  |  |  |
| Keeping grassroots advocates informed |  |  |  |  |
|  |  |  |  |  |
| **Targeting**  |
| Identifying key stakeholders to educate |  |  |  |  |
| Meeting with legislators or their aides |  |  |  |  |
| Following up with more information |  |  |  |  |
| Hosting key stakeholders and legislators  |  |  |  |  |
| Identifying effective strategies for calling, emailing, writing legislators |  |  |  |  |
|  |  |  |  |  |
| **Building Allies**  |
| Involving business allies and labor in advocacy |  |  |  |  |
| Involving community stakeholders  |  |  |  |  |
| Involving students  |  |  |  |  |
|  |  |  |  |  |
| **Advocacy Strategies**  |
| Participating in campaigns that advocate for your community at state and federal levels |  |  |  |  |
| Developing campaigns that align with state and/or national advocacy initiatives |  |  |  |  |
|  |  |  |  |  |

1. Adapted from National Coalition for Literacy [↑](#footnote-ref-1)