

The Importance of Advocating

What is Advocacy

Advocacy is the act or process of supporting a cause or proposal. PSPA focuses on two types of advocacy: (1) issue advocacy and (2) legislative advocacy. “Issue” advocacy promotes a particular position on an issue that is, usually, supported by interest groups, rather than candidates. “Legislative” advocacy involves using methods and procedures to support or discourage the passage of legislation. The act of lobbying legislators may be the most popularly known type of legislative advocacy. For PSPA, this involves PSPA members and supporters contacting their legislator(s) to communicate a stance on legislation and ask for their legislators’ support (or opposition) for the legislation. These direct lobbying efforts have proven to be effective to increase the likelihood of securing time with particular legislators.

Advocacy builds public policies that improve people’s lives and the places where they live. It enriches an organization’s ability to fulfill its mission.

Purpose of Advocating

The purpose of advocating is to promote a change in policy, program, or legislation. Advocacy aims at winning support from others, creating a supportive environment, and producing change.

When you bring your issues to the local level, you increase your chances for public support. Issues become relevant to community members when they are close to home. Some ways to really bring issues home to people in your area include using statistics for the issue gathered locally, or presenting the issues in a certain way to help community members understand how they will be affected. Constituents are in an excellent position to inform and influence legislators and others on public issues.