

Advocacy in Motion Worksheet

1. **State your goal in one sentence.**

2. **Who can give you what you want?** _____

3. **What is the message that will get you what you want?**

4. **Who will spearhead and/or co-spearhead your efforts?**

Can this person effectively lead discussions and set agendas?

Does this person have the time to devote to this cause? If not, select a co-chair to help.

5. **Who will be your core leaders?**

(Select 4-6 dedicated individuals from varying organizations if possible.)

What key positions will they hold? (Some or all may apply depending upon your unique project)

A. City/Town Relations: _____

Is there an advocate for your cause who already serves on a town/city/school/college board who can keep the group updated on important meetings to attend?

What key municipal contacts will this person make?

What techniques will this person use to make contact?

B. Communications: _____

What tools will you use to communicate with your group and the public? (E-mail, newsletters, phone, etc.)

What will the frequency of updates be?

Whom will information be sent to on a regular basis?

Will you develop a website?

C. Media Relations: _____

What vehicles will you use to get the media's attention (press releases, letters to the editor, television stories)?

Is there a member of the local media who is a tennis player who can serve as an ally?

D. School Relations: _____

Is there someone who already sits on a school board or PTA board that is the parent of a junior tennis player?

E. Fundraising Coordinator: _____

What methods will you use to raise funds for this effort?

Does this person have experience writing grants, or will you need a Grant Coordinator as well?

F. Treasurer: _____

If this project is not associated with a CTA, you will need someone to keep your books.
Is there an accountant or CPA in your community who plays tennis?

If this project is not associated with a CTA or other nonprofit group, will you apply for nonprofit and/or 501c3 status in order to accept donations and raise funds?

G. Tennis Specialist: _____

Is there someone familiar with the USTA organization that can help you obtain information and keep contact with your state or section office?

Does he or she feel comfortable working with municipal staff?

6. Who will be your "lieutenants"? Think in terms of group leaders who can motivate the "troops" when called to action (for petitions, city council meetings, letter writing campaigns, etc.) (Suggestions: USTA team captains, Lead Teachers, coaches, PTA liaisons, high school, or college club players)

7. Who will be your allied groups? That is, groups who will have an interest in seeing your goal completed?

How can you convince others to help your efforts?

What will your completed goal offer them?

Who will engage them?

8. Do you have opposition for any reason?

What can be done to win over your opponent's support?

Can you develop a win/win strategy?

Draft a timeline for your group to get you through the next year. Cite short-term goals that will move you toward your long-term goal. Start with your first organizational meeting and include other important meetings and/or presentations with decision-makers and supporters that will help move you forward.

CONGRATULATIONS!!

You've just taken the first steps toward accomplishing your advocacy goal!