How to Create an Effective Advocacy Strategy Plan

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What is the Reconnecting Youth Campaign?

We are a national advocacy campaign calling on Congress to invest in America's future by funding 1 million program pathways for meaningful education, employment, training and national service opportunities each year for Opportunity Youth who are not in school or work.
Our Advocacy Activities

- Government Relations
- Grasstops Grassroots Mobilization
- Communications
- Partnerships

#rb21
RECONNECTING YOUTH CAMPAIGN TIMELINE

SEPTEMBER 27, 2017
The Reconnecting Youth Campaign Fall 2017 Convening - The Reconnecting Youth Campaign convenes for the first time with its national partners in Washington, DC.

FEBRUARY 13, 2018
Meetings on Capitol Hill - The Reconnecting Youth Campaign meets with the office of Congressman Steve Knight (R-CA-25), Congressman Knight and Congressman Jimmy Gomez (D-CA-34) later become our leading champions in the House and co-author a bipartisan Dear Colleague letter signed by 24 Members of Congress.

MARCH 23, 2018
Congress Appropriates $218 Million for Opportunity Youth Programs.

APRIL 12, 2018
Welcome to the RVC Advocacy Academy - The Reconnecting Youth Campaign launches the RVC Advocacy Academy and announces the 2018 Founding Cohort.

MAY 10, 2018
The Reconnecting Youth Campaign Spring 2018 Convening - The Reconnecting Youth Campaign convenes for its quarterly meeting.

JANUARY 25, 2018
The Reconnecting Youth Campaign Winter 2018 Convening - The Reconnecting Youth Campaign convenes for its quarterly meeting to start off the year.

SPRING 2018
Mass Advocacy Outreach - The Reconnecting Youth Campaign engages in a massive outreach effort by placing congressional offices to support the Dear Colleague letters that are circulating in both the House and the Senate.

APRIL 3, 2018
The Reconnecting Youth Campaign meets with the office of Senator Chris Van Hollen (D-MD) - The Reconnecting Youth Campaign meets with the office of Senator Chris Van Hollen (D-MD). Senator Van Hollen became our leading champion on the Senate as he led a Dear Colleague letter calling on the Senate Appropriations committee to increase federal funding for Opportunity Youth.

SEPTEMBER 24, 2018
The Reconnecting Youth Campaign Fall 2018 Convening - The Reconnecting Youth Campaign celebrates its first birthday.

The Future...
Campaign Wins

- Hosted 5 convenings since September of 2017.
- Met with over 100 congressional offices and counting....
- Engaged in a mass outreach of emails and calls to the House and the Senate through targeted messages.
- The RYC Advocacy Academy has provided 8 online trainings for advocates around the country.
- Partnering with 25 local advocates across cities including New York City, Brooklyn, Baltimore, Atlanta, Miami, Myrtle Beach, Fort Worth, Columbus, and more!
- The RYC Advocacy Academy trained 200 high school youth delegates on how to become effective advocates.
- Secured $195 million in increases for Opportunity Youth programs.
How might we create an effective advocacy strategy plan to inform and influence decision makers (such as policymakers) to take action on issues related to youth?
Step 1: Choose Your Advocacy Priorities

Step 2: Select Policy Agenda Item to Workshop Today

Step 3: Identify Your Advocacy Capacity Assets and Gaps

Step 4: Identify Decision-Makers for Your Policy

Step 5: Identify Advocacy Messengers

Step 6: Develop Advocacy Message

Step 7: Prepare to Select Your Strategic Advocacy Activities

Step 8: Select Your Advocacy Activities

Step 9: Create a Summary of Your Advocacy Plan
Choose Your Advocacy Priorities
Identify Decision Makers and Advocacy Messengers
Develop Your Advocacy Message and Decide on Your Advocacy Activities
Summarize Your Advocacy Plan!
Time to Share!
Join us and take action now!

THE RECONNECTING YOUTH CAMPAIGN
UNLEASHING LIMITLESS POTENTIAL

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