

## Advocacy Self-Assessment Tool

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 federal level advocacy. The yellow text indicates where you may find resources in the Toolkit for more information on each topic. It is not intended to be exhaustive and you may wish to write in your own ideas within each category. You may also have ideas where you would like to see more resources in the Toolkit. If so, please click Submit in the left navigation and share your ideas. Rate yourself on one or more of the following activities:

Sample Activities	Do Well	So-So	Help	N/A
<b>Educating, Advocating, and Lobbying (See What You Can Legally Do in the Toolkit)</b>				
Knowing what I can legally do				
Educating others (sharing legislative updates, providing staff/Board workshops on public policy advocacy, etc.)				
<b>Leadership (See Advocacy Basics in the Toolkit)</b>				
Understanding how the federal advocacy leadership process works				
Creating and maintaining an active public policy/ advocacy committee				
Creating and maintaining a strategic advocacy plan for advocating with legislators				
<b>Infrastructure: Mobilizing Grassroots (See Creating Responsive Networks in the Toolkit)</b>				
Organizing /mobilizing (local/regional/state) networks by engaging staff, board members, labor and community leaders, and/or volunteers in advocating for public policies that support adult literacy				
Keeping grassroots advocates informed				
Obtaining feedback on whether/how many contacts your network makes				
<b>Targeting (See Contacting Legislators in the Toolkit)</b>				
Identifying key legislators to educate				
Meeting with legislators or their aides				
Following up with more information				
Hosting legislators in visiting adult education programs				
Identifying effective strategies for calling, emailing, writing legislators				
<b>Messaging and the Ask (See What to Say and How in the Toolkit)</b>				
Keeping key legislators informed on adult education successes and issues in your area				
Creating effective “hooks” (connecting adult ed to other issues)				
Ensuring an “ask” (may be non-lobby ask)				
Cinching commitments				
<b>Building Allies (See Who You Involve in the Toolkit)</b>				
Involving business allies, labor, in legislative advocacy				
Involving community stakeholders in legislative advocacy				
Involving students in letter writing				
Involving students in visiting legislators or welcoming legislator visits				
<b>Advocacy Strategies (See Advocacy Strategies in the Toolkit)</b>				
Participating in campaigns that advocate for adult literacy at state and federal levels				
Developing campaigns that align with state and/or national advocacy initiatives				