Building an Advocacy Network
Effective advocacy involves the ability to rally multiple people around a single issue or goal. The easiest way to do this is to form an advocacy network to help you to expand the reach of your efforts.

Tips for Building an Advocacy Network
- Do not wait for a crisis to build your advocacy network.
- Engage your board, fellow staff members, audiences, donors and anyone else who has shown support for your organization to become part of your network.
- Simplify your message and talking points. The more people you have involved in your advocacy efforts the greater the chance that your message becomes diluted. Simplifying your message and talking points will help to avoid this dilution.
- Partner with other organizations that have the same or similar advocacy goals. Working with peer groups on the local, state and national levels is a great way to expand the reach and effectiveness of your advocacy network.
- Partner with other organizations that have a shared "threat" or issue of interest, even if their advocacy goals differ from your own. For example, the Greater Pittsburgh Arts Council works with the Greater Pittsburgh Nonprofit Partnership (GPNP) on advocacy issues with the potential to impact the nonprofit sector at the local and state levels, even though the majority of GPNP members are health and human services nonprofits.