

2020 Diabetes Advocacy Resolution - Template Goals

As we begin a new year, now is the time to set your advocacy goals for 2020. Make your advocacy resolution to set a clear path to advocacy success!

We've created some template goals below to help you get started, but as with all things advocacy, we encourage you to be creative and make this your own!

Advocacy Information & Training:

Staying informed as an advocate is one key to success. Set a goal to build your advocacy skill set:

- Attend ___ Advocacy Webinars (i.e. 1/month, 1/quarter, 2/year, 1/year)
- Receive & Read the Advocacy Insider Newsletter each month
- Attend state-based advocacy trainings (where available)
- (Add your personal goal): _____

Taking Action & Spreading the Work – Advocacy Action Alerts:

Effective and powerful advocacy is about TAKING ACTION. Think about making a commitment to ACT when the call to action arrives in your inbox and spread the word with friends and family:

- Act within 1 hour of receiving an action alert email
- Act within 24 hours of receiving an action alert email
- Act within 2 days of receiving an action alert email
- Share each action alert email with: _____ (2, 5, or 10 contacts)
- (Add your personal goal): _____

Using Social Media for Advocacy:

Social media is one of the most effective tools available for advocacy. Consider a social media advocacy goal to help raise awareness and deliver our advocacy message:

- Watch ADA's webinar "[The Power of Social Media Advocacy](#)" to build your skills
- Share Advocacy Calls to Action on your Facebook, Twitter, and Instagram accounts
- Tell your diabetes advocacy story on Facebook, Twitter and Instagram (be sure to tag ADA so we know you posted your story)
- Direct post/tag your members of Congress/elected officials to deliver ADA Advocacy messages
- Follow ADA on [Facebook](#), [Twitter](#) and [Instagram](#)
- Follow your legislators on Facebook, Twitter, and IG to understand your lawmakers' priorities and chime in on posts that relate to ADA's public policy priorities
- (Add your personal goal): _____

Advocate Recruiting:

Help to grow the Diabetes Advocate army by recruiting friends, colleagues and family to sign up as advocates at diabetes.org/advocatesignup – this step will help make our collective voice more powerful. Consider setting an advocate recruitment goal.

- Recruit (10, 20, 40, 100) new advocates this year
- Recruit (1, 5, 10) new advocates each month
- (Add your personal goal): _____

Engaging Elected Officials:

Whether it's your members of Congress or your state and local lawmakers, connecting with decisionmakers is a critical part of effective advocacy. Consider setting a goal for how you might engage your elected officials to deliver the ADA advocacy message this year:

- Attend community/district events with your members of Congress/State/local elected officials (quarterly, twice a year, once a year)
- Participate in [Congress at Home](#) in August to attend meetings with members of Congress
- (Add your personal goal): _____

Fundraising for Advocacy:

The more resources we can bring in to support advocacy activities, new resources and raise awareness, the more we can do to grow our collective advocacy. Consider setting an annual fundraising goal to support ADA advocacy:

- Establish a Do It Yourself (DIY) – Call to Congress fundraising page at diabetes.org/c2csupport (proposed fundraising goal of \$250)
- Host a Facebook Birthday fundraiser to support the ADA
- Make a personal tax-deductible donation to ADA Advocacy [here](#)
- (Add your personal goal): _____