

What Does Advocacy Look Like?



Advocacy is not a 1-size fit all concept; different issues require radically different approaches!

From research methodologies to outreach strategies to communications with stakeholders, check out all the ways we advocate:



- Issuing informative pamphlets
- Creating informational websites
- Hosting seminars and feedback sessions
- Hosting townhalls with students



- Letter-writing campaigns to policy makers
- Holding conversations with decision makers and politicians
- Creating and circulating petitions
- CASA also lobbies the federal government on our behalf



- Holding news conferences
- Taking interviews with local media
- Press releases
- Authoring op-eds



- Building relationships with stakeholders in areas of interest
- Finding cross-issue solidarity with other advocacy and stakeholder groups



- Encouraging members to participate in political action in support of an issue i.e. protests, rallies, and demonstrations



- Solicitating feedback from members on issues important to them
- Using this feedback to conduct research on best practices, policies, and methods moving forward