Brainstorming Questions:

1. What is the problem you’re trying to solve?
2. What is your specific solution to that problem?
3. What decision-maker can you target to make a policy change, so that the solution is implemented?
4. What advocacy actions would be most impactful to influence that decision-maker?
5. What other information should you be considering as you create your plan?
Creating Your Advocacy Strategy for Safe Spaces

**Goal:** What is the goal you want to accomplish? **Target:** What decision makers should you target?

**Message:** What is your pitch? What facts do you have to back up your idea? **Timing:** When should you bring this up with your decision makers?

**Resources:** What resources or social media tools will use to spread the word about your issue? **Relationship:** What relationships can you tap into to get your issue moved forward?