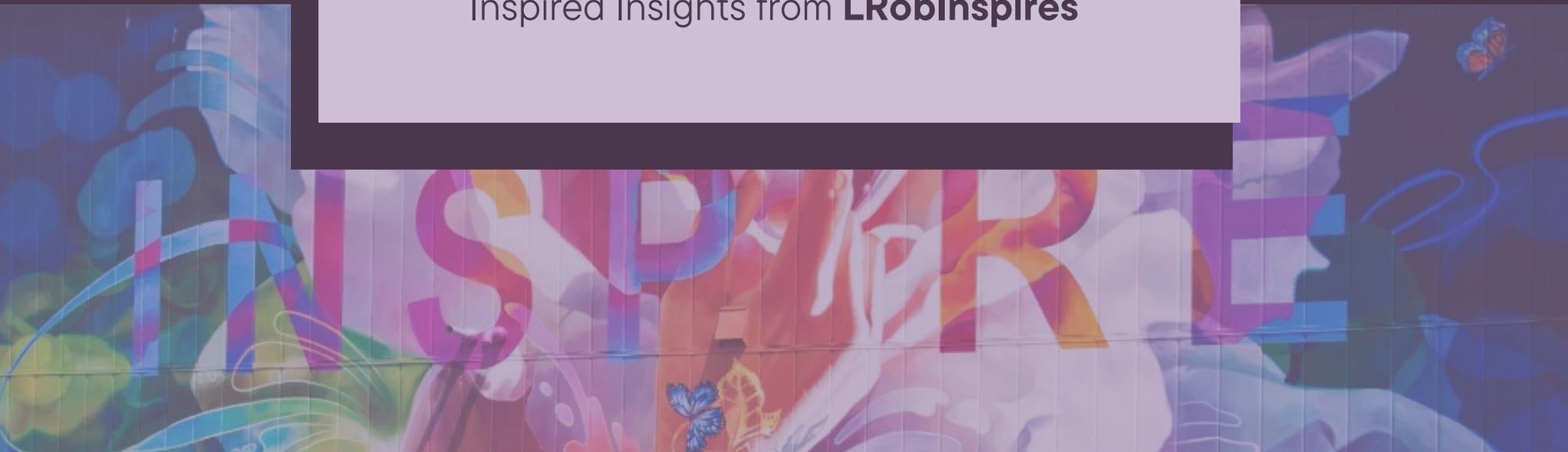




AN ADVOCATE STRATEGY

Inspired Insights from **LRobInspires**



Our definition...

A D V O C A C Y

Anyway one can raise awareness to support a cause and/or mission they believe in

- BREAKING THROUGH THE NOISE OF A CROWDED MULTIMEDIA ENVIRONMENT HAS TO HAPPEN ON A PERSONAL AND PASSIONATE LEVEL.
- WHEN YOU HAVE DONORS OR SUPPORTERS THAT HAVE BEEN ADVOCATES FOR YOUR CAUSE – THEY ARE TRULY YOUR BEST RESOURCE TO EXPAND YOUR NETWORK AND YOUR VOICE.
- BY DEVELOPING A PROGRAM THAT UNITES AND SUPPORTS YOUR MOST ENTHUSIASTIC SUPPORTERS, YOUR MISSION IS SET TO EXPAND BY VOLUMES.

THE ADVOCATE PROGRAM

We believe advocating and raising awareness is essential to your mission. Creating your advocate program gives your supporters the toolkit they need to amplify your message. A templated program not only reinforces your relationships with key donors and supporters, it helps grow a whole new network.

Steps to creating your advocate program:

- Run a brainstorming session with your board and/or recognized supporters and staff to determine what differentiators are key to your story
- Determine goals and capture ideas that help shape an advocate program that is designed specifically to your organization
- Select your advocates (those already dedicated to your cause) who are most apt to host a virtual session
- Tell the story of your mission throughout your content to engage your advocates and their networks.
- Identify key action steps you want them to take to encourage participation.

A D V O
C A T E

VIRTUAL ENGAGEMENT SESSIONS:

The Path to Global Literacy

INTRODUCING TEACH THE WORLD

Hosted by: [Ambassador] & Shafiq Khan

 **TEACH THE WORLD
FOUNDATION**

The slide features a central image of three children standing in front of a chalkboard. The chalkboard has the following math problems written on it:

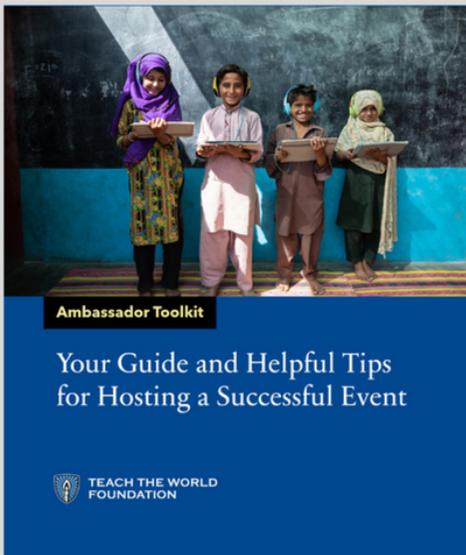
$$\begin{array}{r} 2 \\ 11 \end{array} \begin{array}{r} 2 \\ 11 \end{array} \cdot 2 \times 2 = 4$$
$$\times 4 = 2 =$$

On the right side of the slide, there is a vertical grid of five video call windows showing participants:

- Top window: A woman with long blonde hair.
- Second window: A man with glasses and a white shirt.
- Third window: A man with glasses and a dark patterned shirt, and a woman with glasses.
- Bottom window: A woman with long blonde hair.

Create a simple virtual presentation to educate attendees and engage them in learning more about your mission.

AN ADVOCATE TOOLKIT



Reach out to chat about how we can help you create unique programs that broaden reach and grow your network

Deliver a toolkit to your advocates with information to develop and enhance their advocacy skills and run an effective program.

NOW YOU NEED TO CONTINUE THE MOMENTUM

- TELL THE STORIES OF YOUR MISSION
- CREATE CAMPAIGNS THAT ARE WORTH SHARING
- DEVELOP AND EXECUTE VIRTUAL EVENTS
(BEYOND THE INITIAL ADVOCATE SESSION)
- RUN A PEER-TO-PEER CAMPAIGN
- SHARE RELEVANT STATISTICS
- BUILD A PLAN FOR NEW DONORS TO BECOME
YOUR NEXT ADVOCATES!





Advocating for a better world is what we love to do. If you'd like LRobInspires to do the leg work for you, we're poised to design your personalized advocate program.

Just drop us a line!



Please follow us @lrobinspires

WWW.LROBINSPIRES.COM