

# GETTING EQUITY ADVOCACY RESULTS



## GET READY:

### Build the Base

- ★ Identification of the Equity Issue
- ★ Community Visioning and Organizing
- ★ Initial Power Analyses
- ★ Planning the Equity Advocacy Strategy

## GET SET:

### Name and Frame the Equity Solutions

- ★ Research and Identification of the Equity Change Objectives
- ★ Framing the Issue and Equity Objectives
- ★ Identification and Cultivation of Allies, Identification and Development of Strategies to Decrease Opposition
- ★ Negotiations with Decision Makers to Develop Change Proposal

## GO:

### Move the Equity Proposal

- ★ Introduction of Change Proposal
- ★ Launch of Campaign for Policy Change
- ★ Movement and Modification of Change Proposal
- ★ Success, Redirection or Failure of Change Proposal

## GROW:

### Build, Advance, and Defend

- ★ Implementation, Enforcement and Monitoring of Equitable Policy
- ★ Influence of Proposed Change on Other Equity Issues and Objectives
- ★ Further Development of Equity Leadership
- ★ Cultivation and Protection of Equity Improvements

