

ADVOCATING

Change doesn't just happen—it starts with people who care enough to speak up. Advocacy is about using your voice to educate others, raise awareness, and inspire action. The most effective advocates don't just state opinions; they use powerful stories, facts, and clear calls to action to make people care. Whether you're standing up for a cause, influencing a decision, or helping your community, knowing how to communicate persuasively is a skill that can create real change. In this lesson, you'll learn how to craft strong advocacy messages, connect with different audiences, and make your voice heard in a way that truly matters.



Conversation Starter: If you could change one thing in your community, what would it be? How would you convince others to support your cause?

KEY OBJECTIVES

-Learn how to educate others on important issues through advocacy.

-Create a persuasive argument that blends facts, storytelling, and a clear call to action.

-Recognize how advocacy can inspire positive change in a community.

ADVOCACY PITCH CHALLENGE

Divide into teams of 4–6 participants.

- Each team selects a local issue they care about (e.g., cleaner parks, safer streets, mental health awareness).
 - Use The “Sample Advocacy Topics” if they need help getting started
- Teams have five minutes to use the Advocacy Cue Card to create a short, persuasive pitch.
- Each team delivers a two-minute persuasive pitch.

After each pitch, discuss as a group:

- What made the pitch effective?
- How did they use facts, emotions, and storytelling to strengthen their argument?

FACILITATION TIPS

-Advocacy is about both speaking and listening. Help participants strengthen their message by understanding different perspectives.

-Not all topics may be accepted equally by all. It is important to encourage that advocacy is done with respect and consideration for others.

REFLECTION

- What made some arguments stand out more than others?
- Which was more persuasive—facts or emotions? Why?
- If you had more time, what would you add or change to make your pitch stronger?

WHAT YOU'LL NEED

- Paper and pens or digital devices
- Printouts with sample advocacy topics (optional)
- Copies of Advocacy Cue Cards (see Appendix)
- Fact sheets or research materials (optional)

APPLICATION

- Can you think of an example where advocacy led to real change? (e.g., climate action, school policies, social justice movements.)
- What's one issue you care about and what's one small action you could take today to support it?

DIVE DEEPER: What makes advocacy persuasive? Why do emotion, storytelling, and urgency influence people's willingness to take action? How can advocates balance facts and emotions to make a strong case?

KEY TAKEAWAY: Great advocates don't just share opinions—they inspire action! By combining facts, emotions, and a clear message, you can help people connect with and support the issues that matter most.

CHECK UNDERSTANDING

Did participants successfully create and present a persuasive advocacy pitch? Did they take time to reflect on how advocacy can lead to real change in their community?



SAMPLE ADVOCACY TOPICS

School & Education

- Improving school lunches (healthier options, variety, or affordability)
- Anti-bullying initiatives and mental health support
- More funding for extracurricular activities, sports, or the arts
- Addressing school dress codes and fairness in enforcement
- Advocating for later school start times or better homework policies

Community & Social Issues

- Creating safer parks and recreational spaces
- Reducing littering and improving recycling programs in schools and neighborhoods
- Raising awareness about homelessness in the local area and ways to help
- Expanding access to public transportation for students
- Promoting kindness campaigns or community service projects

Health & Well-being

- Increasing access to counseling or mental health resources at school
- Encouraging more physical activity and outdoor programs
- Advocating for better health education, including nutrition and mental wellness
- Addressing vaping, smoking, or substance abuse prevention in schools

Environmental Issues

- Organizing tree-planting or community garden projects
- Reducing food waste in school cafeterias
- Advocating for cleaner water or air in local communities
- Promoting sustainable practices, such as banning plastic utensils/straws in schools

ADVOCACY CUE CARD

Use this card to outline your persuasive pitch and organize your key points effectively.

- The Why – Why is this issue important? Why should people care?
- Supporting Facts – What key facts, statistics, or evidence make your argument stronger?
- Real-Life Impact – Share a story or example of how this issue impacts real people or your community.
- Call to Action – What do you want people to do? What specific steps can people take to support your cause?

Tip: Keep your message clear and compelling. Use emotions, facts, and a strong call to action to make an impact!