



Advocacy Action Plan Template

Please attach and submit your Advocacy Day Request Form with this Action Plan

Chapter Information

Chapter Name: _____ Chapter GR Liaison: _____

Email: _____ Phone Number: _____

I. Define the Issue(s)

Briefly describe the issue(s) your chapter is wanting to address during your advocacy day.

Why is this issue important to your chapter, the industry and/or the state?

II. Set your Advocacy Day Goals

Use SMART template to clearly define the goal(s) for your visit (see the State Advocacy Toolkit). Provide any key messaging you think should be included.

(Continue form on page 2)



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III. Identify Target Audience

Identify key stakeholders and decision-makers you would like to meet (legislators on specific committees, leadership, ATSSA members' local representatives, Executive Office staff).

IV. Resources

What type of materials and advocacy documents do you need? (leave-behinds, talking points, etc.)

Will the Advocacy Day be paired with a Chapter meeting or event? Yes No

Are you planning to have a welcome/networking event the evening before? Yes No

Are you planning to hold a briefing on the morning of Advocacy Day? Yes No

If yes, please briefly describe the type of briefing you want:

V. Next Steps

Briefly describe how you would like to continue engagement following Advocacy Day (debrief, follow-up with state legislators, etc.):