



Abbreviated Glossary of Public Policy and Advocacy-Related Terms and Concepts:

Advocacy: Advocacy encompasses a range of structured activities designed to change public opinion, community and institutional norms, government policy, and outcomes. Advocacy work is typically aimed at advancing a specific *campaign* and relies on *strategy* development, *policy analysis*, issue education, *community organizing*, *coalition-building*, *grassroots and grass-tops mobilization*, *lobbying*, *network* cultivation, targeted media/communications activities, and/or litigation to achieve desired results.

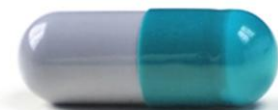
Advocacy campaign: An advocacy campaign strives to achieve a specific, shared, and outcomes-oriented goal that shapes public opinion, community and institutional norms, and/or government policy. Advocacy campaigns typically include short-term and long-term goals.

Community Organizing: Community organizing is an iterative process to recruit, engage, prepare, motivate, and involve stakeholders and allies in *advocacy* work. Community organizers typically work closely with stakeholders and allies to facilitate and gather input, set priorities, develop strategy, reach campaign decisions, and implement advocacy plans. Community organizers typically provide stakeholders and allies with educational and skills-building opportunities, input in the design and implementation of advocacy campaign activities, and regular updates and analysis. Recruitment and retention efforts to sustain and broaden the base of supporters are also common. Most *advocacy campaigns* are led or supported by a community organizer.

Coalition-Building: Like community organizing, coalition-building typically seeks to recruit and involve institutional stakeholders and allies to participate in a specific advocacy campaign. Successful coalitions bring together representatives from different sectors and areas of expertise to work together toward a common goal. Coalition facilitators must often broker different institutional positions and priorities, negotiate consensus, act on behalf of the coalition, promote the coalition membership and priorities, sustain members' interest and participation, and marshal members' resources (in-kind and/or cash contributions, knowledge or expertise, assistance with specific assignments, etc.). Coalition work is often time – or project – limited but may also function long-term in service to an overarching mission, goal, or cause.

Direct action: Direct action describes activities designed to draw attention to a cause or issue with rallies, protests, street theater, and/or civil disobedience, which can be unannounced. Direct action can be lawful, humorous, and non-confrontational as well as designed to provoke confrontation, disruptions, and arrests. Direct action, one of many tactics that may be used to advance an *advocacy campaign*, often relies on supplemental activities to document and promote an event (with video, photography, and first-person accounts) and increase education about the cause with the distribution of related leaflets and outreach materials for the media.

Grassroots and Grass-tops Mobilization: Individuals stakeholders and allies recruited through *community organizing* and *coalition-building* are often referred to as “grassroots members.”



Grassroots mobilization involves recruiting, informing, preparing, and activating individual stakeholders and allies for *advocacy* work. In addition, grassroots mobilization describes the process of selecting specific targets (i.e., branches of government, elected or appointed officials, institutions, and/or settings) for mass, coordinated individual actions such as delivering specific messages or demands or rallying in support or opposition of a specific issue. Mobilization activities may include efforts to organize individual calls, letters, faxes, emails, visits, or petitions to a specific target demanding action on a specific issue. Mobilization efforts can attempt to raise awareness to a particular issue via new reports/guides, rallies, protests, social marketing, street theater, media, or other means, including *direct action*. Grass-tops are those individuals who possess special influence with the targets of the advocacy campaign as a result of their celebrity, prominence, or personal/professional/financial affiliation with the target.

Lobbying: Lobbying describes individual and institutional actions undertaken to urge lawmakers to support or oppose specific legislation or public policy.

Network: An advocacy network is a specific, branded platform designed to inform, engage, and mobilize the grassroots/grass-tops, institutional coalition members, and other stakeholders and allies in *advocacy* work, including *lobbying*. Most networks today consist of email distribution-lists and websites but may also consist of phone/fax trees, committees, in-person meetings and training sessions, text-messaging communication/*mobilization* efforts (including, text-messaging, Twitter, and Facebook), and other mechanisms to involve organizations and individuals in *advocacy* work.

Strategy: *Advocacy campaign* leaders and *community organizers* must conduct planning, priority setting, research, *coalition-building*, and material-development activities to calibrate and implement their action plans. Often, *campaigns* must regularly recalibrate their strategies to account for new political, legal, scientific, or social/economic factors that arise.

Policy Analysis: *Advocacy campaign* leaders must mine all available information about their cause and issue, relevant news clipping and research, related facts and figures, political and legal considerations, and other factors to develop briefing materials to clearly articulate the merits and rationale for the change they seek. Briefing materials often describe the political, legal, and public-opinion landscape that advocates must navigate to be successful. This assessment can assist *campaign* leaders to develop appropriate messaging for their advocacy and communications work.

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