

# Advocacy 201: Leveling Up Your Digital Advocacy Engagement in the Fight Against ALS

## Learning Objectives



Understand the importance of elevating constituents' feedback to legislators using digital tactics. Advocates will learn how to align ALS messaging priorities with content for appropriate audiences to achieve specific advocacy goals.



Discover cutting edge tools and best practices to improve advocacy messaging.



Learn about tools and best practices to improve messaging.

## Stakeholder Wheel



## Structure Your Ask

### AIDA

Attention, Interest,  
Desire, Action

### C3PO

Clear Picture,  
Prove, Push, Offer



### PAS

Problem Action  
Solution

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## The Power of Stories

-  First-person perspectives or real stories are a powerful communication tool that harness the power of narrative transportation
-  Stories affect a different part of the brain than fact-based arguments - they trigger feelings and emotions which guide actions

## Visuals Are Key

People remember...

**10%**

of what they hear










**20%**

of what they read

**80%**

of what they see and do

## Platforms & When to Use Them

-  Email: Personalized, timely, clickable
-  Websites: Focused, enticing, accessible
-  Text Messages & SMS: Action oriented, personalized
-  LinkedIn: Professional thought leadership
-  Facebook: Relatable, thumb-stopping
-  Twitter: Relatable, thumb-stopping
-  Instagram: Heartfelt, visually compelling
-  TikTok: Trend-aware, video, captions
-  Others: Research, Don't dive first...

## Resources & Links

- Hemingway Editor:  
<https://hemingwayapp.com/>
- Headline Analyzer:  
<https://headlines.sharethrough.com/>
- Google Docs: doc.new in Google Chrome browser
- Trello: <https://trello.com/>
- ALS Association Action Center:  
<https://www.als.org/actioncenter>
- Share Your ALS Story:  
<http://www.als.org/share-your-als-story>
- Canva:  
<https://www.canva.com/>