ADVOCACY GLOSSARY

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Ally: Individual or group with whom you unite or form a connection around a common advocacy goal

Campaign/Campaigning: Organizing actions around a specific issue to bring about change in policy

Change agent: Any person who works or volunteers for social change

Coalition: A coalition is an alliance of multiple groups and/or organizations working together to address a specific issue or toward a common cause

Communication: A conversation in person, by phone, letter, email, fax, or other creative mechanism to convey a message

Constituent/Constituency: Those who will be impacted by a particular advocacy outcome

Legislation: The act or process of creating or enacting laws (*The noun legislation refers to the actual law enacted by a legislative body at the local, state, or national level.*)

Litigation: A lawsuit or other formal dispute brought to court for the purpose of enforcing one or more rights

Lobby/Lobbying: Communication with elected officials or their staff, which expresses a position on a pending piece of legislation

Mobilize/Mobilizing: Moving people from inactivity to activity, getting them to turn their emotions and opinions into action

Organize/Organizing: Moving an already identified group of mobilized people from one action to a greater commitment to either a broader campaign or simply for long-range action

Public Service Announcement: A message, in the public interest, disseminated by the media with the objective of raising awareness and/or changing public attitudes and behavior toward a social issue

Stakeholder: A person, group, organization, or system who affects or can be affected by an advocacy or organizing action

Target or Target Audience: The person or people to whom a group or organization is advocating through their campaign (*This may include legislators, administrative officials, the courts, voters, candidates for public office, corporations, segments of the public, etc.*)