

Advocacy Planning Worksheet

Make a copy of this document and work within your state team to fill out the sections based on a potential advocacy goal. For the purposes of this exercise, assume you have already defined your problem and solution (which are generally that textbooks are too expensive and to advance the effective use of OER to benefit students). [Link to Slide Deck](#).

What is your advocacy goal? This should be a **s**pecific, **m**easurable, **a**chievable, **r**elevant, and **t**ime-bound change you want to instigate (or prevent) in order to advance the solution to your problem.

Who are the key decision makers that determine whether the change happens or not? List all that come to mind, then pick one to focus on.

Brainstorm why the person would care about the change, for AND against. What is in it for them?

Brainstorm who or what influences the person. If you are unsuccessful in changing their mind, who might?