Appendix F
ACTION PLANS ASSIGNMENT

The final requirement of this course is the development and presentation of a public advocacy campaign, which should integrate your public policy research, your community service experience, and an understanding of making policy change.

What is a public advocacy campaign? An advocacy campaign should:

1. educate citizens about an issue;
2. inspire them to try to make change;
3. provide tools for that effort.

Components of the public advocacy campaign could include:

- A letter writing campaign developed around a specific piece of legislation.
- A citizen lobbying effort.
- A protest, boycott, or rally.
- A public service ad campaign.

The key to an effective campaign is creativity. Ask yourself: How can the campaign inspire people to move beyond their apathy to ACTION?

Your action plan should be based on your policy research and your community service experience. Identify a need, policy, or perspective that needs to be addressed, and then figure out a way to address it. For example, if you have been working at a soup kitchen and you did your research on state plans to alter food stamp regulations, your advocacy campaign should focus on those issues.

Remember: Your audience is not the clients of a social service agency. In other words, do not develop a plan that involves training volunteers to assist clients in filling out food stamp applicants. Rather, your advocacy campaign might focus on policy change, helping to create or support a piece of legislation, getting food kitchen clients onto a community board, or organizing a petition to encourage the development commission to improve grocery store access.