

# Connecting with People

The best advocacy programs start with a keen understanding of how an issue campaign fits into the busy lives of supporters, and how an organisation's priorities fit into the always competitive advocacy landscape. Success will mean staying focused on what makes supporters tick because no matter how loyal people are to a cause, they're real people first, with real problems, aspirations, and priorities vying for their attention.

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## A few principles to think about

- 1** ■ Develop authentic and creative messaging that is personalised for the supporter.
- 2** ■ Prioritise and contextualise the issues supporters will care about most in terms of values not just issues.
- 3** ■ Balance longer-term engagement goals with rapid response and direct advocacy.
- 4** ■ Understand the interplay and relationship between the organisation, existing and potential members.
- 5** ■ Measure everything.