




National Parks Conservation Association
Protecting Our National Parks for Future Generations



Using Reports to Advocate for Action!
APPL Conference
March 4, 2009

Advocating for Action



- How to identify and implement the *right* publicity and community engagement strategies that achieve your agency or organization's goals.

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- Clarifying your goal—what are you trying to achieve?
 - S.M.A.R.T. goals
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-bound

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- Six to Start! Key questions to answer **before** choosing publicity and community engagement activities:
 - **What** information am I sharing?
 - **Who** am I trying to reach, and who else might be interested?
 - **Why** should they care?
 - **How** do these people prefer to get their information?
 - **When** is the right time to share my new information?
 - **What** challenges do I face in achieving my goal?

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- Effective, engaging reports can be a publicity and community engagement activity
- Answer the Six to Start! questions:
 - **What** information am I sharing?
 - **Who** am I trying to reach, and who else might be interested?
 - **Why** should they care?
 - **How** do these people prefer to get their information?
 - **When** is the right time to share my new information?
 - **What** challenges do I face in achieving my goal?



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S.M.A.R.T. goal + Six to Start! =
a campaign that **advocates for action**
and achieves your agency or
organization's goals



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- Contact us anytime!
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