

CFUW Advocacy Framework - a continuum of actions



Raise Awareness

Member Education:
- speakers, newsletter articles
Public Education:
- events, forums, letters to the Editor
Research, Data: Value of Change

Turn Support into Action

Capacity Building
- member training
- Study Groups, webinars
Resource Development
- Advocacy Tools & Resources
Peer support networks

Advocate for Specific Goals

Meeting with or writing to elected officials
- Federal, Provincial, Municipal
Legislation
- Federal, Provincial, Municipal Funding
Strategic Partnerships
Advocacy Campaigns, Initiatives

Respond to Opportunities & Threats

Changes in government
Proposed legislation or funding changes
CFUW at the UN
Advocacy Campaigns
Online action networks

The Advocacy Framework

Advocacy is a continuum of actions, starting by **Raising Awareness** of an issue through educating members and the public with speakers, articles, and participation in CFUW's annual Resolution process and National Initiatives. The next phase is **Turning Support into Action** by building capacity through member-training and resource development. Progressing around the circle, CFUW and member-clubs **Advocate for Specific Goals** by writing to and/or meeting with the elected officials in their regions with respect to federal, provincial, or local legislation, and by forming strategic partnering with like-minded organizations. CFUW and member-clubs also **Respond to Opportunities & Threats** that arise when there are changes in government, or proposed changes in legislation, or funding. And the cycle begins anew.