

# *New York State Archives*

Strengthening Archives

## **Advocacy Plan**

### **Goal:**

*What do you need?*

*Why do you need it?*

*Who will benefit?*

### **Audience**

*Who are the influential people or decision makers?*

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## **Message**

*Why is your goal important to your audience?*

*What examples support your message?*

*How will you communicate your message?*

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## **Community Support**

*Who are your supporters you count on to advocate for your cause?*

*Who are your opponents?*