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## Best Practices – 2014 Advocacy Week

**We learn best from each other! Here are a few examples of some of the best and most successful Advocacy Week practices from last year. Feel free to contact the source of the best practice for more information.**

### Legislative Media

Invite your state representative and/or state senator to tape their constituent news broadcast during your advocacy event. They can interview you, your staff, volunteers and members about why the Y is so valuable. Provide them with access to your facilities so they can videotape and include the footage with interviews. GREAT P.R. for the legislator(s) and FREE P.R. for your Y!

2014 SOURCE: Tamaqua YMCA – Sen. David Argall

### Community Partnerships

Showcase one or more of the ways in which your Y partners with a community organization or agency. Ask your community partner to do a presentation and/or engage in the work of your partnership during the advocacy event.

2014 SOURCE: Homewood YMCA Community Garden and Local Food Bank

### Picture Deck Cards

If you have a sit down meal and/or presentation, use the Y's Picture Deck cards to engage elected officials. Invite them to select cards representing what the Y means to them and their community. Have them discuss their selections at their table or among all guests.

2014 SOURCE: YMCA of York County

## National Night Out

National Night Out is the first Tuesday of August (August 4<sup>th</sup>). If your Y schedules any events in conjunction with this national event, consider using it as your Advocacy Week event! You can get a lot of press coverage, not to mention have a good turnout of community members.

2014 SOURCE: Harrisburg Area YMCA – Camp Curtin branch

## Let Them ZIP!!!!!!!!!!

Invite your elected officials to try your zip line, rock climbing wall or other unique activity. You can also schedule a “Celebrity” volleyball, basketball or other athletic contest as a part of your advocacy event. This is an excellent way for your elected officials to have some fun and give them a special way to remember the Y.

2014 SOURCE: Camp Coffman – Scenic Rivers YMCA

## Community Impact Tour

Plan an event where you transport elected officials to each of several different facilities within your association. Allow them to see your main building, swimming pool complex (if separate) and summer camp. At each stop, ask staff and participants to share the impact that facility has had on them.

2014 SOURCE: YMCA of Greater Erie

## Make It a Milestone!

Is your Y celebrating a milestone anniversary this year??? Then why not schedule your advocacy event in conjunction with this very special occasion. Invite elected officials, members, staff and volunteers to join in this community celebration as you advocate for the great work of the Y.

2014 SOURCE: Pocono Family YMCA – 100<sup>th</sup> Anniversary Celebration