

Advocacy vs. Influence vs. Education vs. Lobbying

Am I asking someone to take a specific action on a specific policy? ▶

 EDUCATION <i>Share Facts</i>	 ADVOCACY <i>Speak Up</i>	 INFLUENCE <i>Shape Ideas</i>	 LOBBYING <i>Push for Action</i>
No opinion, no ask	Take a position, no specific policy	Suggest direction, implied ask	Ask for a specific policy effort
<i>“20% of people with disabilities lack access to transportation.”</i>	<i>“People with disabilities deserve reliable transportation options.”</i>	<i>“More transit funding would help people with disabilities find jobs.”</i>	<i>“Vote YES on HB 123 for transit funding!”</i>

1-Question Test: Quick Guide ▶



Memory Trick

INFORM <i>Education</i>	CARE <i>Advocacy</i>	SHAPE <i>Influence</i>	ASK <i>Lobbying</i>
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REMEMBER: Lobbying is restricted with federal funds!