Creating and Maintaining Chapter Advocacy

“Advocating well with a personal story is not a call to simply “Insert Story Here.””

John Capecci and Timothy Cage

Advocate

Definition
Advocate: the act of pleading for, supporting, or recommending; active espousal

Legislative
Be clear in the issue and “The ASK” for results. Know your legislators and their concerns.

Representation
Representation from a wide cross section of the chapter will bring more weight to the effort.

Build Coalitions

Leverage
Leverage members to create a larger constituency and build relationships with diversity.

Join
Join forces with other allied organizations to approach issues or policy challenges. Strength in numbers!

Create
Landscape architects are great at bringing together groups from a wide range of expertise to approach an issue. Use these connections to create coalitions.

Support

ASLA Staff
Call or email staff members anytime. This is your organization and they are here to help.

COW
The Chapter Operations Workbook is a great resource for every chapter. www.asla.org/workbook.aspx

ASLA Policy
Research ASLA Public Policies, to which chapter communications must conform, and choose issues that are most important to your chapter and priorities for policymakers.

Thank you for reading the Leadership Link. Look for the next issue on Wednesday, April 12th: Leadership Links will be delivered to your email on the second Wednesday of every-other month.

Susanna Butler
Membership Marketing & Chapter Relations Manager
sbutler@asla.org
Direct: 202-216-2323