



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.

Need Help?

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