

## HOW TO USE THE ADVOCACY TOOLKIT



### THE 1MMOW STEPS TO ADVOCACY

#### What is Advocacy?

Advocacy is using a set of tools to influence decision makers, elected officials, and the public to support and/or take actions that eliminate the barriers to helping moms move off welfare.

#### STEP 1

- 1) Log on to 1MMOW's policy engagement website at <http://www.1mmow.org/Policy-Reform>
- 2) Click on "Download 1MMOW Toolkit" Be sure to save all documents! } **Also, Available Within The 1MMOW Toolkit Folder #9**
- 3) Click on "see who represents me". Find out who represents you by clicking here: <https://www.govtrack.us/congress/members> . Enter your information, print your representatives and make labels or simply write their address on the envelope and mail.
- 4) Click on "Letter to Congress." Download and save this letter to your computer.
- 5) Simply complete the form fields with the requested information and print.
- 6) **Print the "1MMOW Talking Points to Policy Makers" document.** Be sure to mail this document in **with your letter** to the elected officials that represent you as well as local editors.

#### STEP 2

#### *What other steps can you take?*

We welcome you to use the 1MMOW FSS Toolkit. But there are some "old school" things you can do as well.

#### **You can:**

- 1) Send a letter directly to your Congressman asking him or her to support 1MMOW.
- 2) Write a letter to the editor of your local newspaper asking your friends and neighbors to support 1MMOW.
- 3) In consultation with 1MMOW President RW Jones issue a press release to your local newspaper and television stations calling on Congress and the President to support 1MMOW.
- 4) Make phone calls to your elected officials. **Simply print the "talking points" document and give it a go!** Don't be timid or shy! Feel free to share your personal story!
- 5) **REMEMBER, THEY WORK FOR YOU!**

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**STEP**  
**3**

***That sounds complicated. I don't know how to do that. Can you help?***

We have provided templates in the 1MMOW Toolkit to write your Congressman, send a letter to the editor, and issue a press release to help you do it.

Please contact a 1MMOW ambassador at 800.239.1148 Ext 804 or email [fss@1mmow.org](mailto:fss@1mmow.org) to sign up for a twenty-minute training session. You'll need access to a computer and a telephone. A 1MMOW ambassador will walk you through the process, step-by-step and answer any questions you may have.