

6 Tips for a successful local advocacy campaign

Do you want the voice of the people to be heard and decision-makers to take action? These tips will help your campaign make a real impact and lead to change!

- Begin with the problem that people are experiencing

If people don't feel the problem is real, they won't support it. Start from everyday experiences and clearly show why change matters.

- Stronger together!

Connect with other organizations, informal groups, and citizens. The more of you there are – the stronger the message is. Coalitions and alliances bring credibility and visibility.

- Loud and clear to the authorities!

Formulate concrete demands and direct them precisely to the decision-makers. There's no impact if you don't know who you're speaking to.

- Tell personal stories!

Statistics matter, but people respond to people. Show how a decision (or the lack of one) affects real lives. Authentic stories spark emotions – and change.

- Track and showcase public support!

Petitions, public actions, social media posts – all of these demonstrate that the issue has support. Document every voice and use it as an argument when addressing institutions.

- Don't give up at the first obstacle!

Change at the local level happens slowly. Be persistent, use all available mechanisms (public consultations, initiatives, council questions), and constantly remind decision-makers of their responsibilities to the citizens.

