

## Four Quick Tips for Organizing Service Efforts

1. Set Goals. Whether you are rounding up supplies or recruiting people for a cause, set targets for what you want to accomplish.
2. Advertise and seek media attention. One of the best ways to ensure the success of a campaign is to make lots of people aware of it. Provide some form of entertainment that will draw the crowds, this is your hook to get people involved. Don't forget to involve the people you know. Ask family members, neighbors, friends, people from your church/temple/mosque or other house of worship to join you.
3. If you are collecting clothing, food or other items for people in need, make sure you have an adequate location to store the material. If the space is not in your home – make sure you obtain permission to use it!
4. Think about who will be your best volunteers or donors. Capitalize on the support of individuals and civic organizations likely to back your cause. You might contact a local organization to call for volunteers. (City Year/Ameri-Corps)

## Five Quick Advocacy Tips

1. Use the internet! Post your views to websites or create your own. Social networking sites make it easy to share information with other and to enlist support.
2. Build public support. Bring your positive message out to the streets of your neighborhood. Put together a survey of questions and compile data on public attitudes about an issue.
3. Be aware that influential people may not agree with your ideas. Building public support is crucial to advocacy efforts, but it's also important to contact people who have power to make change, including those that have different views. Try to engage important players and work together toward a solution.
4. Get the media involved! Work to get your message on TV, in newspapers, and on the radio. Issue press releases and invite reporters to your events. Media exposure is an effective way to get your message out.
5. Document your action. Film and take pictures of events that you organize and take part in. You may be able to produce a Public Service Announcement (PSA) or documentary that persuades others. Video pieces might include interviews with topic experts and supporters.