GETTING EQUITY ADVOCACY RESULTS

GET READY:
Build the Base
- Identification of the Equity Issue
- Community Visioning and Organizing
- Initial Power Analyses
- Planning the Equity Advocacy Strategy

GET SET:
Name and Frame the Equity Solutions
- Research and Identification of the Equity Change Objectives
- Framing the Issue and Equity Objectives
- Identification and Cultivation of Allies
- Identification and Development of Strategies for Isolation of Opponents
- Negotiations with Decision Makers to Develop Change Proposal

GO:
Move the Equity Proposal
- Introduction of Change Proposal
- Launch of Campaign for Policy Change
- Movement and Modification of Change Proposal
- Success, Redirection or Failure of Change Proposal

GROW:
Build, Advance, and Defend
- Implementation, Enforcement and Monitoring of Equitable Policy
- Influence of Proposed Change on Other Equity Issues and Objectives
- Further Development of Equity Leadership
- Cultivation and Protection of Equity Improvements