

# Social Change Exchange: *Advocacy Playbook*

June 14, 2018, 5:30-7 pm

## "Take Aways"

Participants wrote 1-3 "take aways" on a yellow index card at end of the evening. Some took the cards with them and some left them on the table; below are responses from those cards left behind.

Card No.	Take Away 1	Take Away 2	Take Away 3
1	Begin/Build conversations among entities advocating for same causes = BUILD TRUST	Revive "Crossing 52"	Ask "who is NOT at the table?" and get them to the discussion
2	How to communicate/share information with the masses	reach out and be seen; show up to show you care	
3	There is a big need to connect Women's Fund to East Winston and end the racial and ethnic and socioeconomic divide		
4	The need for creating collaboration and trust, working to bring together	community, find common ground to build community	
5	importance of building inter-generational coalitions	significance of connectedness across local residents	
6	action items/to-dos	ideas for things to advocate (Kaylan's worksheet is awesome!)	
7	The variety and inclusion fo women, young and old, professional and not, all with something of value to share		
8	I learned that I need to be more in control of my website and use it to its fullest potential	I learned that Twitter may be very helpful for my nonprofit	
9	Start somewhere -- do something now! There are sources to help you get started.		
10	When introducing key leaders (at the beginning), please have them stand!	This group is a natural partner/collaborator for TriadNOW and AAUW Winston-Salem!!!	
11	My voice matters.	I plan on writing my legislators about important issues, like the ERA	
12	Use ways to use instagram to get message out	Learned Chronicle accepts op-eds in addition to letters to the editor	Learned power of # hashtags to spread your message to a wider audience
13	Creative ideas to take action. It is easy to just think of direct political action, but there are so many different ways to engage	Connections across the table topics to have a holistic approach	
14	Gained more specific info for successful letter to the editor	More ways for public action	
15	Create an Instagram account to go with my website	Public action doesn't have to be so "public" or simply protesting	
16	Researching the data to back up ways to effect change	Sharing info through a variety of groups to get a better support group to make change	
17	The importance of using social media for advocacy		