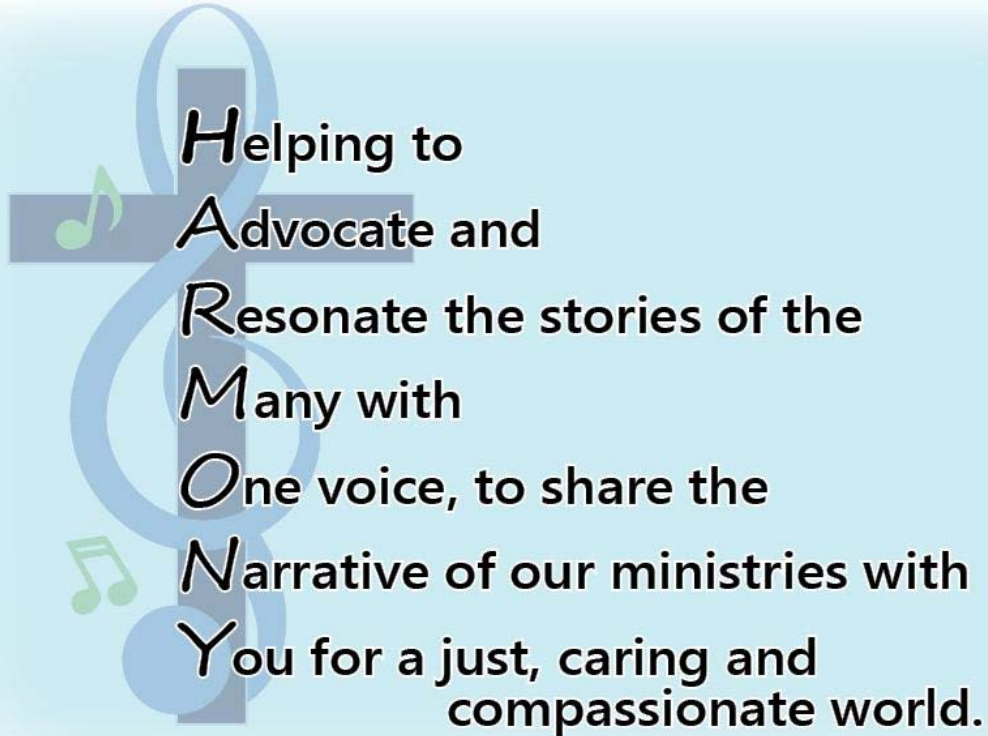


How Can You Be a Voice of Action and Advocacy in a Noisy World?



Helping to
Advocate and
Resonate the stories of the
Many with
One voice, to share the
Narrative of our ministries with
You for a just, caring and
compassionate world.

Latin: *advocare*, to “add” a “voice.”

To **advocate** is to add a voice of support to a cause or person.



plants
parents
siblings
grandparents
responsi
peop



one voice

food
giving needs
ment clothes
nge love
ion fresh

“A Call for Help”



Homelessness

John, 32 year old male

Substance abuse history

6 months sober

Homeless for 1 year

Unemployed

Estranged from family



Affordable Senior Housing

Ethel, Age 64

Senior Affordable Housing - HUD
202/8

Unable to maintain family home after
death of spouse.

Enjoys a sense of community.

Improved quality of life.



Child Support Services

Emma, age 7

Quality and affordable child care

Household income limits

Raise the minimum rate for child care subsidy



Long-Term Care

Walter, age 86

Recently suffered a stroke

Will need long-term care

Does not have private pay ability

Will need to move into skilled nursing facility that accepts Medicaid funding





Advocacy - Where to you start?

Handout checklist:

- What is the issue?
- Who is your audience?
- What is your call to action?
- How will you tell your story?
- Data and information are important, but ***emotion*** will make an impact.



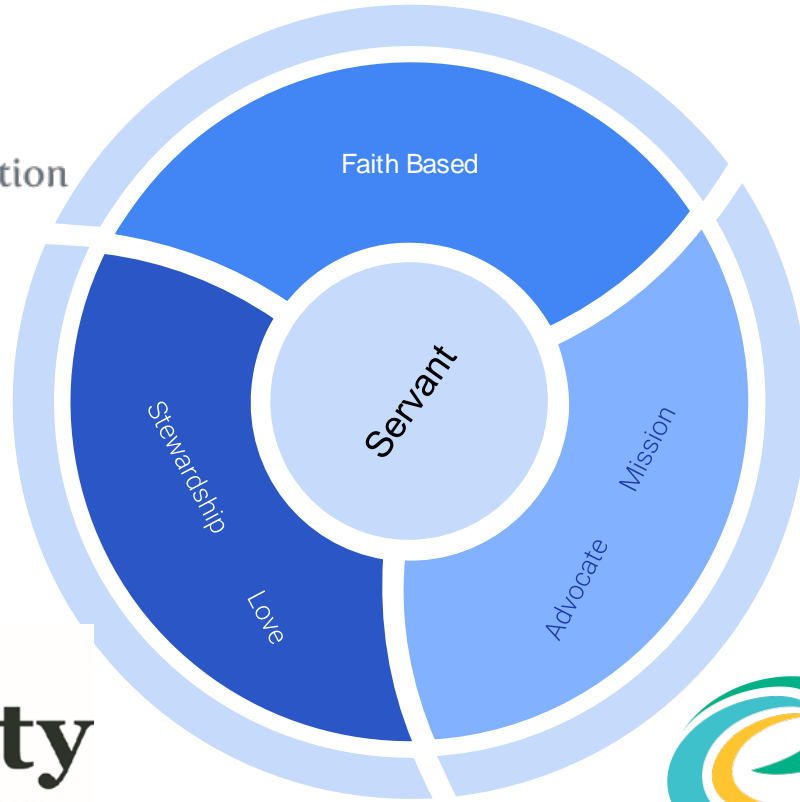
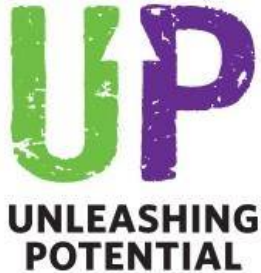
Tell Your Story



Mission/Vision/Values



Retirement
Housing Foundation

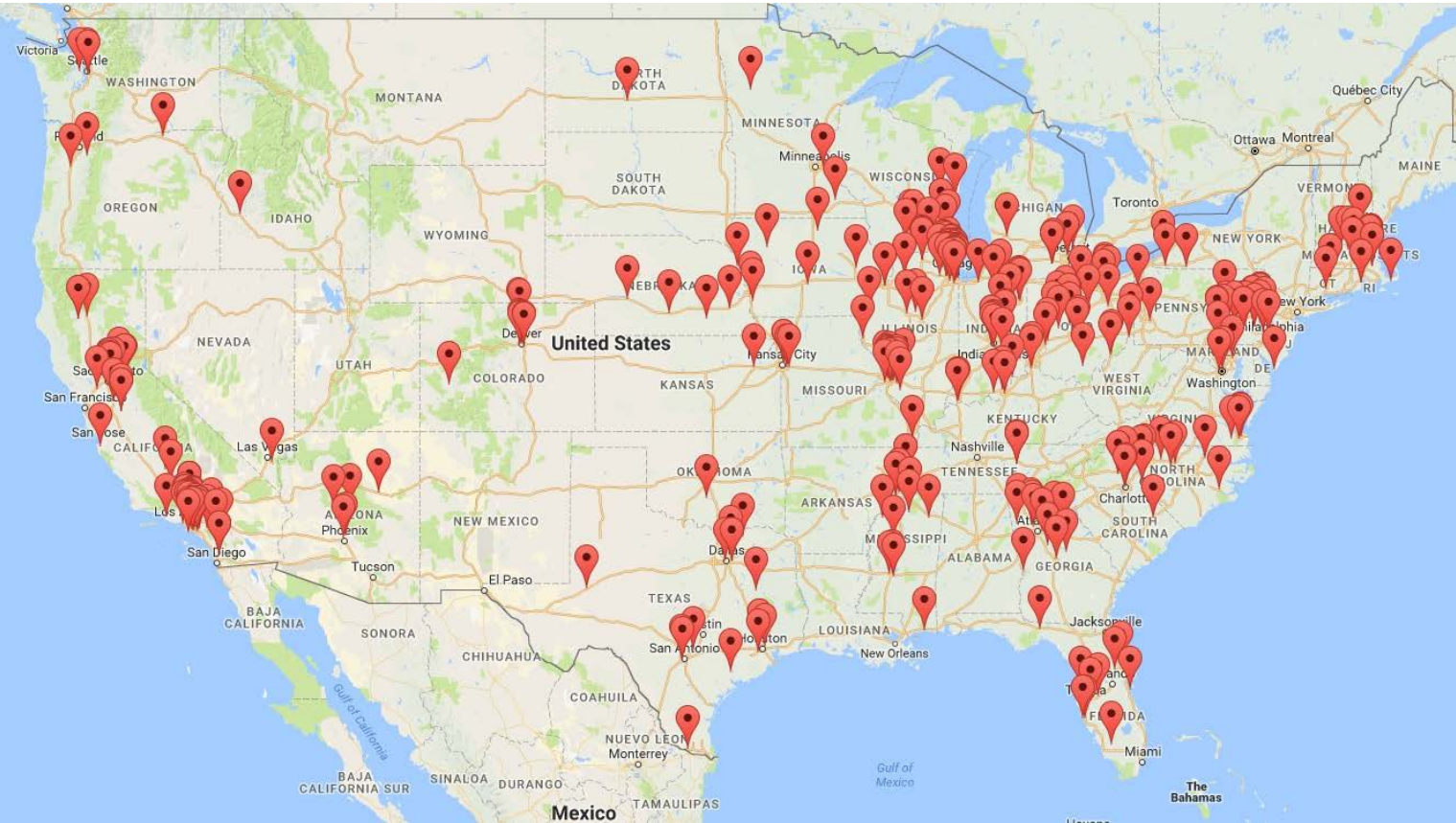


UNITED
CHURCH
HOMES
Celebrating the Spirit



Embrace Living
Communities
Affordable. Welcoming. **Home.**

CHHSM Ministry Programs/Communities



Tools and Links

On your checklist handout:

- *Faith on the Hill* report link
- Advocacy infographic example
- Social media example
- Video (doesn't always have to be professional)
- *Guide to Digital Advocacy*



Thank You! Questions?

