**Advocacy – Practical Exercise**

Scope: For this role playing exercise, gather members of your staff and split up into teams of two. After completing this exercise, you and your staff will be prepared to advocate for your institution. Practicing in advance will give you more confidence to speak to all levels of government officials on behalf of your institution.

Instructions

1. Give each team ten minutes to prepare a one minute argument about why an elected official should care about your institution’s collections.

2. With stop watch in hand, ask each team to give their one minute presentation to their partner, then switch.

3. Gather back into your larger group, listen to everyone’s one-minute presentation. Then discuss strengths and weaknesses of the arguments you heard. How might you improve your presentation?

Sample
Sample ideas compiled from participants in Florida Connecting to Collections (C2C) program as they developed their advocacy argument:

- Historic sites promote quality of life and community identity. National statistics show us that vandalism decreases where there is community pride.
- To loose your collections, is to loose your community.
- We are responsible for the most endangered of all animals.
- In an emergency, we serve as a staging site for the Red Cross. We are prepared to care for our collections and for the community.
- In an emergency, we are among the first to open our doors and welcome the community into the building, making computers available for people to connect with others, whether it is letting family members know they are safe or researching information about their insurance policy.
- We are an amazing resource for students – study after study shows that students develop self-confidence, empathy, and other skills that prepare them for learning – and motivate them to stay in school.
- Our local economy depends on tourism. Visitors may come for the beaches, but they come back because there is so much more than beaches in our town.