

CENTERING EQUITY IN ADVOCACY: 6 GUIDING PRINCIPLES

01

Create a plan

Build out a plan that considers how to prevent and reduce harm for impacted and historically excluded communities during each step of your advocacy campaign.

02

Center and uplift impacted community members

Ensure that impacted community members are fully represented at all levels of leadership on your campaign. If you're engaged as an ally, follow the lead of impacted community members.

03

Make engagement accessible and inclusive

Offer resources to support impacted community members' abilities to take part in advocacy campaigns (stipends, translation, childcare, transportation, meals, lodging). Use welcoming, person-first language and spend time building relationships with impacted community members engaged in your campaign.

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04

Focus on assets

Find roles for folks who want to engage with your advocacy campaign based on their unique identities, talents, skills, and contributions.

05

Consider your messaging

Continuously review all messaging and narratives from an equity lens.

06

Mutual accountability and feedback loop

Hold oneself, one's organization, one's campaign, and other folks engaged in the campaign accountable by considering impact over intention. Remain open to receiving feedback and follow up to reduce harm and acknowledge impact. Create and maintain an ongoing feedback loop process that is welcoming and inclusive.



Need support, guidance, or coaching on any of this? Contact us at info@mayapaley.com or www.mayapaley.com.