

Identifying and Engaging Advocates

From Interest to Action

Presentation By:
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Every Advocate Has a
Beginning

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Zooming In on Advocate Relationships



BUILDING ON WHAT
WE HEARD ABOUT
BRANDING,
PERSONAS, AND
CHANNELS



FOCUS OF THIS
SECTION: PERSON-TO-
PERSON
ENGAGEMENT



HOW WE MOVE
INTEREST INTO
SUSTAINED ACTION

Meeting Advocates Where They Are



Light:

Signing Petitions
Following and
Interacting on Social
Media



Mid:

Participating in
Advocacy Campaigns
Attending Webinars



Deep

Speaking to Legislators
Organizing Advocacy
Events

Empowering Advocates to Share Their Stories

Use a 3 part Storytelling Structure

Problem

Personal
Impact

Policy
Solution



Provide templates and 1:1 or
Group Coaching

Tailored Outreach in Practice



BUSY EDUCATOR
| PRE-FILLED
ACTION
CAMPAIGN



CONCERNED
PARENT | PHONE
CALL TO
LEGISLATORS



NEW SUPPORTER
| SHARE
RESOURCES TO
BUILD
KNOWLEDGE



SEASONED
ADVOCATE:
MEETINGS WITH
LEGISLATORS

Keep the Conversation Going



Regular Check-Ins and
Updates



Recognize Wins and
Spotlight Outstanding
Advocates



Invite Feedback, Not
Just Action

Recognition and Leadership Pathways



Recognition

Recognize Outstanding
Advocates



Mentorship

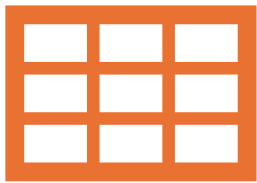
Invite Experienced
Advocates to
Train/Mentor Others



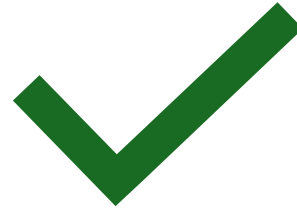
Agency

Provide Opportunity for
Advocates to Help
Shape Agenda

Track What Matters



CRMS/Spreadsheets:
Log relationships, skills,
interests, and
touchpoints



Track actions and
readiness for next steps



Metrics = Relationships
+ Reach

Advocates Should Feel Seen, Heard, and Invited



“People need to feel seen, heard, and valued to have the desire to grow”

Marcia Reynolds



Reflection Prompt: What’s one step you can take this week to deepen an advocates engagement?



Thank you!

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