



# What is an Advocacy Brief?

An advocacy brief is a document that summarizes why an issue is important, key facts and context, and recommendations on how to make the change you want to see happen. This is shared with people in governments, administrations, and/or media to educate them more about an issue and to encourage them to take up your advocacy recommendations.

## How to write an Advocacy Brief: Template

### 1 Header

- Name of your organization or group
- Date the brief was written.

### 2 Title

- Consider a simple and memorable format like “What is the issue: What are you asking in this document” (e.g. “Let’s Talk About It, Period: Achieving Menstrual Equity in Canada”)

### 3 Introduction

- This is where you set the scene for your advocacy. It’s a good space to answer questions like: What is the issue? Who is impacted? Why is it important?
- It’s a place to share statistics or stories that demonstrate why this is a priority issue that needs to change. Make sure to cite sources.
- Consider creating a separate box where you summarize the most important 3-5 sentences about your issue, or bold key phrases or stats to give them impact.

### 4 Recommendations

- This is where you share proposals (1-3) for ways to address your issue.

### 5 Conclusion

- End on a Call to Action, which is typically a request for the reader to do something related to your issue.
- The Call to Action in a brief should be specific to the audience who you are trying to connect with, so be sure to edit this section for different people and different solutions.
- E.g., a Call to Action for the general public could be to sign a petition, while a Call to Action for a policy-maker could be to enact a particular piece of legislation.

### 6 Footer

- About Us section for your organization or group
- Contact Information

# Update Your Advocacy Brief

It's important to regularly edit and update your brief. This ensures your data or proposals reflect the most up-to-date information. Consider having different versions of the same brief tailored to specific audiences, since what you suggest to a school administrator might be different from what you suggest to a politician.

## How to Use an Advocacy Brief

An advocacy brief is a tool to help reinforce your message as you connect with people in your communities. Once you've written your advocacy brief, it's time to start contacting influential people to help get your message out. Influential people could include:



### Decision Makers

Government workers, politicians, administrators, community leaders, or even bosses – anybody who can make changes to systems or programs. You can send the brief ahead of time to spark their interest, or as a leave-behind after you chat so they can learn more.



### Media

Reporters and influencers can support getting your message to a wider audience. Media stories can impact a decision maker's awareness or interest in an issue. Advocacy briefs provide a template for how media can frame a story, or what data or talking points they'll repeat.



### Friends, Colleagues, and Fellow Volunteers

Advocacy Briefs are useful for helping people in your own networks to better understand or speak to an issue. The more a movement grows, the more useful it can be to provide tools to help everyone stay grounded to the key messaging or proposed solutions.

## Share it somewhere Public

Making your advocacy brief publicly available increases the number of people who might get inspired to support your movement. Posting stuff online is great (on a website, social media, etc.). You can also distribute print copies to organizations related to your issue, have it on display when tabling at a community event, or get it published in a school newspaper.



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