

## How Should I Educate?

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There are a variety of ways to educate others about your issue. What's most important is that you speak from your heart and share your personal convictions as to why the issue is important. Make use of fact sheets.

- ▶ **One-on-one conversations:** One effective way to share your message on this issue or any other is through a direct, personal, face-to-face conversation. Open up a one-on-one dialogue over coffee with family, friends, or colleagues, or set up a meeting with a community leader. Ask them for their views and try to answer their questions and concerns. Make sure that when the conversation is finished, they leave with the tools needed to learn more and to educate others. This method works well with individuals with whom you are already acquainted.
- ▶ **Phone calls:** When in-person meetings are not feasible, phone calls provide a good alternative. Set up a time to talk with leaders of local community or religious groups to tell them about your issue. Follow up after the call with an email or deliver copies of fact sheets so they can learn more. Organizations might organize a lunch or coffee for these leaders to informally introduce them to the campaign with the goal of getting their endorsement and collaboration.
- ▶ **Social Media:** Use Twitter, Facebook, and other forms of social media to share information about your issue and enlist supporters and activists. Link to articles about important federal court action and use the hash tag #CourtsMatter. Share any fact sheets on social media and link to relevant websites.
- ▶ **House Parties:** A house party is a great way to educate a small group of people (such as neighbors or colleagues) in an informal social environment. Provide issue materials and take a few minutes to speak about the campaign to your guests. Then open up the discussion to the group to share their thoughts and concerns on the issue. Add an action element whenever possible.
- ▶ **Town Hall Meetings:** If you are looking to reach a wider audience, plan and publicize a public town hall meeting or community event. Invite "experts" on the various topics to speak and provide materials and sign-up forms at an information table. Invite decision-makers to be on hand in the audience and invite them to briefly address the gathering, giving their views.

**Be creative.** These are only a few suggestions for spreading the word and educating people. Have fun coming up with other ideas for reaching out to educate and involve individuals and like-minded groups. Please share your ideas with NCJW so that we can let others know what you are doing.

## Whom Should I Educate?

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- ▶ **Family:** Winning allies for your issue begins at home. Educate your spouse or partner, children, parents, siblings, grandparents, and anyone else willing to listen. Ensure that those closest to you know what is at stake. Talking to your family is a good way to practice talking about the issues.
- ▶ **Groups:** Identifying and connecting with allies are important aspects of effective advocacy. More voices equal more power. As an individual, talk about the issue at your PTA meetings, book club gatherings, and exercise classes – don't dismiss any venue as irrelevant. Reach out to progressive organizations that deal with related issues to inform them about the issue. Make sure that you tell those organizations that already deal with the issue that you are interested and on board so that they know they can count on you as a partner.
- ▶ **Religious Affiliates:** For many Americans, their progressive social values are deeply rooted in their religious beliefs. Religious leaders, as well as those who strongly identify with their faith group, can be important allies in the fight to expand access to contraception. Reach out to your clergy leaders. Ask them to consider speaking about the issue in a sermon or newsletter article. Enlist them as partners for events and action.