

<b>CFUW Advocacy Campaign</b>	<b>Developing a Resolution</b>
<p><b>1. Policy &amp; Advocacy Guidelines</b> Check if there is CFUW National and/or Council policy to support you. Council policy supports you for provincial action only.</p> <p>Check <b>CFUW Guidelines for Advocacy</b>.</p> <ul style="list-style-type: none"> <li>✓ Local clubs write to local politicians – MPs, provincial and municipal politicians</li> <li>✓ Based on CFUW policy</li> <li>✓ President signs the letter, sent on letterhead</li> <li>✓ Check Guidelines for more complete information.</li> </ul>	<p><b>If there is no policy</b>, for a local issue, a club can pass its own resolution just as long as it does not conflict with CFUW’s policies.</p> <p>For a provincial or national issue, consider writing a resolution as the first step in advocacy, or update one.</p> <p>For CFUW, a proposed resolution consists of:</p> <ul style="list-style-type: none"> <li>+ The RESOLVED clauses</li> <li>+ The Background – four pages</li> <li>+ The Bibliography and Resources – two pages</li> </ul>
<p><b>2. Research</b> This is the most important step. You need to understand the issue. <b>What? Why? Who? When? Where? How?</b></p> <p>What is at stake; Who is involved or could be involved; The history of the issue and its context; Who is making the decisions; Which level of government is involved, if any; When are the decisions made; How to make an impact</p>	<p><b>More questions to ask:</b> Anticipated outcome of the resolution? Reason and need for the resolution? Is there timeline for action?</p> <p>Research is presented via the Background and Resources</p> <p><b>Background:</b> Should be fully researched, easy to read, showing both sides of the issue, with citations <b>Resources:</b> Should be primary sources, that are also easy to find</p>
<p><b>3. Identify your audience</b> Who are you trying to convince? Who is important to achieving your goal? Elected officials and/or policy staff; the public, other community groups; your own members; all the above</p>	<p><b>Identify your audience</b> Traditionally resolutions are geared to government, but they are a powerful awareness tool for both the membership and the public</p>
<p><b>4. Identify others involved</b> Who can you work with? Who can help? Opposition?</p> <p>Build coalitions with others, including clubs and members; Can you find a respected champion?</p>	<p><b>Identify others involved</b> Resolutions can suggest public education campaigns; target regulatory bodies</p>
<p><b>5. Key Messages</b> Determine the messages needed to achieve the goal Focus each goal on the audience, and the media to be used</p>	<p><b>Key Messages</b> The Key Message(s) become the RESOLVED clauses.</p>
<p><b>6. Strategy</b> So you have done your research and determined the goals; Checked for policy; Decided on the audience and partners; Created the key messages; Now bring all of this together in the overall strategy.</p>	<p><b>The resolution</b> All of this then becomes the resolution for presentation first to the Resolution Committee who assists with final editing. Then onto the Clubs for the amending process, and onto the AGM for voting and potential adoption</p>
<p><b>7. Tactics</b> Meetings, special events; write letters, op-ed, Letters to the Editor; meet with Councillors. Mayors, MPs, MPPs, community organizations; demonstrations, etc. etc.</p>	<p><b>Post AGM</b> The National Office helps prepare the first advocacy campaign on adopted campaigns, plus connects with federal Ministers and Critics, NGOs.</p>

**CFUW ADVOCACY TOOLKIT**

On the Member Resources website under Advocacy & Resolutions [www.cfuwadm.org](http://www.cfuwadm.org) Login: viewonly, cfuw4321  
For more information, connect with the National Office at 1-888-220-9606, or your Regional Director.