



PROACTIVE STATE-LEVEL ADVOCACY

How do I organize a campaign to get more funding for languages in my state?

I can be proactive and organize an advocacy campaign to bolster the status of world language education in my state, and advocate for additional funding or other world language education initiatives.

Define a clear goal and identify your target audience.

- Start with your “why”. - Clearly articulate the issue you are addressing and the change you would like to see.
- Who are you trying to reach? - Policymakers? The public? Specific community groups? School groups? - Tailor your message and communications to resonate with each audience.
- What type of campaign will be most effective? Visual? Virtual? In-person? Audio? Video?

Develop a specific message.

- Focus on key talking points: What are the main messages you want to convey?
- Craft a compelling narrative: Use storytelling to connect with your audience emotionally, if possible.
- Use data and evidence to support your claims.

Choose your communication channel/s.

- Select the best platform: Social media, email, public events, traditional media, direct engagement
- Tailor your message to each platform.

Create a timeline.

- Set deadlines to help you stay on track and measure progress.
- Outline specific activities: What steps will you take to achieve your objective/s?

Identify necessary resources.

- Build your team and resources: Who can help you amplify your message and reach your target audience?
- What resources do you need? Financial? Material/s? Contacts?

Determine metrics to track your progress and evaluate your success/es.

- Be prepared to adjust your strategy as needed.
- Did you achieve your goal/s?
- What did you learn?

Remember to be transparent and ethical. Be upfront about your goal/s. Build trust with your audience.

From Wayside Publishing - <https://www.waysidepublishing.com/teaching-resources/5-ways-to-advocate-for-language-learning>

From Michigan State University - <https://maflt.cal.msu.edu/pd-posts/advocacy-for-flt/>

From the Center for Applied Linguistics - https://www.cal.org/earlylang/progdev/eight_steps.html

From AATSP - <https://www.aatsp.org/page/AdvocateNow>

From OWLA (Ohio World Language Association) - <https://the-ofla-cardinal.org/2023/02/14/language-advocacy-reconnecting-with-goals-and-partners-to-recharge-our-advocacy/>

From WAFLT (Wisconsin Association for Language Teachers) - <https://www.waflt.org/category/advocacy/>

From LFLTA (Louisiana Foreign Language Teachers' Association) - <http://www.lflta.net/advocacy-for-world-languages.html>

From IWLA (Iowa World Language Association) - <https://iwla.wildapricot.org/page-797182>