

How to Construct a Digital Advocacy Toolkit

What is a digital advocacy toolkit?

A digital advocacy toolkit is a useful way to spread actionable information on political issues to supporters. Often it's easy to think political advocacy is just about throwing around ideas and pontificating about what's wrong with the world. However, there are also many opportunities to support and promote your cause through concrete actions that will make a difference in your state or community.

A digital advocacy toolkit is a flexible tool that can be used in a wide variety of situations to help mobilize your supporters to support a specific action. That action could involve voting for a specific bill, attending a rally, showing up for a meeting, signing a petition, or any number of other advocacy actions. The sky's the limit! As long as you have an action for your cause that you'd like your supporters to get involved with, you can share a digital advocacy toolkit with them in order to help get things moving.

How do I use a digital advocacy toolkit?

A PDF document is probably the most useful format for a digital advocacy toolkit, as it's the most shareable way to spread the information consistently. A PDF can be easily posted to a website, shared on social media, and emailed out to supporters. However, any format could work, depending on what platform your supporters use, how you communicate with them, and how you would like them to spread the information. For instance, a digital advocacy toolkit could also be sent out as a simple email. The basic format of the digital advocacy toolkit can be adapted to almost any situation.

How do I create a digital advocacy toolkit for the cause I want to support?

The simplest way to make a digital advocacy toolkit for your cause is to fill out the template included in this document. However, the basic format can be adapted and modified according to your needs.

At the very least, a digital advocacy toolkit should include the following three sections:

- **Basic Information** (organizational name, title of document, date of event, etc.)
- **Main Idea** (what's happening, and how the supporter can get involved)
- **Resources** (tools and information to equip the supporter to act)

You can find a template for a digital advocacy toolkit on the following page, followed by a sample toolkit to show you a rough idea what it might look like when completed.

NOTE: The digital advocacy toolkit was inspired by Narrative Initiative's [Digital Action Packet](#). Check it out for further ideas on how to mobilize supporters!

LOGO/ORGANIZATIONAL NAME [tells people who this is from]

Title [tells people what they are advocating]: Date of event [i.e. where to meet, when to post on social media, when to vote]

Background:

[Give a 1-2 paragraph explanation of what's going on. Make sure to include the *what* (what the supporter needs to know about the issue), the *why* (why the issue is important), and the *how* (how the planned action fits into the bigger picture).

What You Can Do:

[Give clear, specific instructions on how supporters can advocate for the cause/participate in the desired action. Make sure to refer back to the "Background" section's discussion of *how* the desired action will contribute to the overall goal.]

Advocacy Resources

[Here include any resources that could be useful for supporters to use while spreading the message, including but not limited to:

- sample talking points
- sample tweets, posts, and hashtags
- sample memes, infographics, and photos]

Important Links

[include any relevant links connected with the event: event website, legislation website, Facebook page, X feed, etc.]



ADVOCATES FOR SOLIDARITY

Attend March for Life in Washington, DC: January 19, 2024

Background:

Ever since the overturning of *Roe v Wade*, the pro-life movement has been struggling to make headway into American culture. While most Americans think there should be at least some restrictions on abortion, the pro-abortion movement has capitalized on their fear of losing freedom to help bolster their anti-life cause. This is important because the pro-life movement is increasingly seen as a hostile cause, and the lives of countless unborn babies are now at risk as one pro-life policy after another has been overturned.

On January 19, the annual March for Life will be held in Washington D.C. as a show of support for the pro-life movement. The March for Life is the largest and most widely-publicized pro-life event in our nation, and helps to spread the word on the importance of protecting the life of the unborn.

What You Can Do:

The American Solidarity Party will be gathering its supporters together for this year's March for Life. You can be a voice of solidarity in the pro-life movement! Come and join us to show your support for the pro-life cause!

Advocacy Resources

Sample Talking Points:

- “I agree that a woman has the right to control her own body, but an unborn child isn't part of her body.”
- “It's important to make sure that both women and their children receive legal protection.”
- “I am pro-life for the whole life—from conception until death!”
- “In order to qualify for human rights, you only need to be human.”

Sample Hashtags:

#prolife, #wholelife, #marchforlife #prolifemovement #righttolife #prolifegen #endabortion #humanrights #chooselife #prolifeforlife

Important Links

March for Life: <https://marchforlife.org/>

ASP Facebook Page: <https://www.facebook.com/AmericanSolidarityParty>

Whole Life Project: <https://andcampaign.org/whole-life-project/>

Pro-Life Training Institute: <https://prolifetraining.com/resources/the-case-for-life/>