

UPDATED
FOR
2025

SEVEN TACTICS FOR YOUR ADVOCACY CAMPAIGN

BROUGHT TO YOU BY:

**THE CAMPAIGN
WORKSHOP**

STRATEGY | DIGITAL | MAIL | TRAINING

1

ORGANIC SOCIAL MEDIA

We live in the digital age, so social media cannot be ignored. A well-run social media presence will feel genuine to your audience, driving awareness and engagement.

2

PAID DIGITAL

You can micro-target all sorts of key audiences with paid digital programs. Layering different platforms and targeting methods can ensure your message is reaching the right people with enough frequency to make a difference.

3

ONLINE LIST-BUILDING

Grow your supporter base with digital tools like petitions or surveys. And make sure to have a plan to onboard new audience members promptly—don't let the list grow stale.

4

DIRECT MAIL

Mail is a tried and tested tactic for advocacy campaigns. From education to persuasion to mobilization, direct mail can do it all. Invest in strong, eye-catching creative to take your mail up a level.

5

CANVASSING

Door-knocking might be old-school, but it still has a place in many campaigns. If you're working on a local issue, there are few better ways to demonstrate momentum and make it really feel important to voters.

6

PHONE CALLS AND TEXTING

With our phones always within arm's reach, they're a great tool for reaching your audience. Phone calls can have more depth, but not everyone picks up for unfamiliar numbers. Texts cover that gap well, and can still feel personal.

7

PRINT AND OUTDOOR ADS

Like with mail, a physical reminder of your issue can take awareness up a notch. Look into ads in newspapers and magazines, or go bigger with billboards and public transit ads.

Have questions or want to learn more about one of these tactics?

*Reach
out!*