

**Now Hear This:
The Nine Laws of Successful
Advocacy Communications**

1. Clear Goals, Measurable Progress
2. Audience Identification and Segmentation
3. Clear, Simple, Concise Messages
4. Planning
5. Specify What People Should Do
6. Make the Case: ACTION NEEDED NOW
7. Match Strategy and Tactics to Your Target Audience
8. Budget for Success
9. Bring in the Experts