



How to Build Your #AdvocacyDreamTeam

Building Your Advocacy Dream Team

Identify likely members of your advocacy team. Envision what qualities you are looking for in your Advocacy Dream Team. A few questions that you may want to consider include: What type of leadership roles are necessary for your team? Who will be responsible for carrying out deliverables? Who will drive the team to make important decisions?

Identify and focus on colleagues who are passionate and committed to your issue area of focus. You may reach out to colleagues with a specific expert area of knowledge. You may also want to reach out to colleagues with a broader network of contacts.

Define Roles for Each Member of your Advocacy Dream Team

Each member of your advocacy team has something special to contribute to the work moving forward. What are some of these strengths and values? At a minimum, we advise that advocacy teams have at least one Project Manager, one Relationship Builder and one Communications Lead. Please note that these roles are recommendations and each team is not limited to the following three positions as a minimum or maximum. We encourage flexibility as part of the process.

Advocacy Dream Team Sample Guide

Advocacy Team Member	Role and Responsibilities
Project Manager	The Project Manager will be primarily responsible for coordinating the various elements of the advocacy team's work, organizing meetings, developing and sharing agenda items and making sure that each team member is supported in his or her area of work. In collaboration with the advocacy team, the Project Manager will develop and refine project plans and benchmarks.
Relationship Builder	The Relationship Builder will be primarily responsible for identifying, initiating, and cultivating all relations related to the team's advocacy work. The Relationship Builder will build deep relationships and develop targeted relationships with key stakeholders and partners.
Communications Lead	The Communications Lead will be primarily responsible for creating, implementing and overseeing the team's

	communications internally within the advocacy team and externally with network partners. The Communications Lead will disseminate communications to both broad and targeted audiences.
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Please note that your Advocacy Dream Team does not have to be comprised of merely three team members. The above mentioned team members are a suggested outline and each team is encouraged to plan accordingly.

Top 10 Tips

- ✓ Plan early!
- ✓ Identify your team's goals!
- ✓ Determine deliverables and measurables!
- ✓ Plan in writing!
- ✓ Coordinate and communicate regularly!
- ✓ Capture, celebrate and reflect on your team's highs and lows!
- ✓ Act timely!
- ✓ Be flexible!
- ✓ Be supportive!
- ✓ Have fun!

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