The Advocacy Framework

Advocacy is a continuum of actions, starting by **Raising Awareness** of an issue through educating members and the public with speakers, articles, and participation in CFUW’s annual Resolution process and National Initiatives. The next phase is **Turning Support into Action** by building capacity through member-training and resource development. Progressing around the circle, CFUW and member-clubs **Advocate for Specific Goals** by writing to and/or meeting with the elected officials in their regions with respect to federal, provincial, or local legislation, and by forming strategic partnering with like-minded organizations. CFUW and member-clubs also **Respond to Opportunities & Threats** that arise when there are changes in government, or proposed changes in legislation, or funding. And the cycle begins anew.