

Appendix A

Advocacy Goal-Setting Template

Directions: Use the following template to set goals and plan your advocacy work related to culturally responsive teaching. In this goal-setting template, you will isolate the issue, plan steps for meeting short- and long-term advocacy goals, and develop talking points that you can use in your advocacy work.

Isolating the Issue

Describe the issue		
List the stakeholders		
Share possible internal and external factors		
Provide information-gathering steps to clarify the issue with stakeholders and a corresponding timeline for each step	<i>Steps</i>	<i>Timeline</i>
Note findings from information gathering steps		
Reframe the deficit perspective		
Summarize advocacy goal(s)		

Setting Goals

Short-term goal by _____ (date)			
Long-term goal by _____ (date)			
Steps and Timeline	Advocacy Actions	Support and Resources Needed	Measurement of Success
Step 1 by: _____			
Step 2 by: _____			
Step 3 by: _____			
Step 4 by: _____			
Step 5 by: _____			

Using Talking Points

Identify your key, succinct message.

Revise your message, ensuring a win-win.

Anticipate pushback.

Add talking points to address pushback.