**TEMPLATE Health Center Advocacy Plan**

*This template is intended to be a guide for the structure of your Health Center’s Advocacy Plan, and includes priorities and other areas for you to consider incorporating. It should not serve as a rigid guide, as other items (like national initiatives (i.e. NACHC’s ACE and Advocacy Leadership programs), conferences, social media plans, state & local initiatives, etc.) should also be included in addition to or in lieu of some of the items below.*

1. Making Advocacy Organizational Priority
   1. Board Resolution
   2. Strategic Plan
   3. Data Analysis
   4. Advocacy Committee
   5. HR Policies:
      1. On-boarding New & Existing Staff
      2. Statement of non-partisanship
      3. Social media policy
      4. Staff activities during election season
   6. Board & Staff Meetings
   7. Staff Responsibilities (CEO & Others)
   8. Clear Goals & Expectations
2. Operationalizing Advocacy
   1. Leadership Models the Way
   2. Staff Engagement
   3. Training Opportunities
   4. Responding to Calls to Action
   5. Using Technology for Advocacy – Social Media Policies
   6. Recruiting Plan(s)
   7. Clear Goals & Expectations
3. Engaging the Community in Advocacy
   1. Patients
   2. Partners
   3. Influencers
   4. Media
   5. Elected Officials
   6. Other
4. National Health Center Week & Observances
   1. Staffing
   2. Resources
   3. Goals & Expectations
5. Reporting, Revisions & Status Updates
   1. Benchmarking
   2. Frequency
   3. Recognition
   4. Celebration