**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