1) Set Goals

It is important to establish long-term (5+ years) goals so you can identify actions in the short-term. Examples might include increasing enrollment, convincing administrators or program value or setting up a trip to Japan.

Where would you like your program to be in 5 years?

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2) Identify Your Audience

The next step in advocacy is to identify who you can reach out to for support and who you must convince in order to overcome challenges. Examples of people that may already be supporting might include current and former students, parents and/or administrators. Examples of people you may need to build relationships with might include your fellow teachers, PTSA and/or administrators.

Who can support you now? Who would you like to reach out to?

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3) Develop Your Message

It is important to articulate a message that you would like to convey to others.

Examples of a program’s message might include how much fun it is, its quality, or the diversity it adds to a school’s offerings.

What is your message?

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4) Develop Your Strategy

What means are at your disposal to relay your message?

**Strategies Checklist**

* Website
* Newsletter
* Emails
* Petitions
* Press release
* Event
* Flyers
* Brochures
* Video
* Class projects

🞏 Logo design contest

🞏 Nengajo contest

🞏 Video contest

🞏 Business brochures project

🞏 Sister city video exchange

🞏 Collaborate with other teachers

(art, dance, history etc)

* Events

🞏 Speech contest

🞏 Karaoke contest

🞏 Japanese play

🞏 Fall/spring festival

🞏 Teach-the-parent night

* School trips

🞏 To Japan

🞏 To local companies

🞏 To museums

🞏 Restaurants

* Invite guest speakers

🞏 Consulate

🞏 Businesspeople

🞏 Former students

🞏 JET alumni

🞏 College recruiters

* Start a sister-city or school

relationship

* Fundraise

🞏 Fundraiser events:

food sales, t-shirt sale,

temporary kanji tattoos

🞏 Donations from companies

🞏 Ads in your newsletter

* Feeder school visits
* Survey students and parents

 to show administrators what

they like

* Social media

🞏 Facebook

🞏 twitter

🞏 Instagram

* Pen pals
* Tshirts
* Badges
* Stickers
* Posters

What other activities, unique to your program, do you think could help to achieve your program goals?

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5) Develop Your Network

Advocacy plans implemented solely by teachers might be doomed to failure. Who can you involve to make sure your plan is a success?

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6) Develop an Advocacy Committee

Using the list above, you could create an advocacy committee to lead your program toward its goals. The first step is to identify roles for members of your committee.

Who could serves as the…?

|  |  |
| --- | --- |
| Chair |  |
| Co-chair |  |

What other important roles need to be filled for your committee to be successful? (For example, recruiter, district contact, etc…)

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7) Develop a Communication Plan

How are you going to make sure your advocacy team stays connected?

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| --- | --- |
| How often will you meet? |  |
| Where will you meet? |  |
| When will you meet? |  |

5-Year Plan

In order for an advocacy plan to be successful, it helps to start with the end in mind. Let’s take a moment to backwards plan.

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| --- | --- | --- | --- | --- |
| 2021-2022 | 4th Tier | 3rd Tier | 2nd Tier | 1st Tier |
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