

Advocacy Action Plan Template

When getting started with your advocacy, it's important to take the time to plan out your strategy before-hand. Use this template to identify your issue, set goals, identify key players and partners, and outline what actions you plan to take. An example is also provided to show you what an action plan could look like and to get your ideas flowing.

EXAMPLE

Issue: Participation in the CACFP is declining as more and more children are experiencing food insecurity.

Advocacy Goal: Increase awareness of and participation in the CACFP.

Key Players: Community members, child care providers, sponsoring organizations, news outlets.

Supporters: National CACFP Association, State Agency, Child Care Resource & Referral Agencies, Anti-hunger organizations.

ACTION	OBJECTIVE	TARGET AUDIENCE	BY WHOM	BY WHEN
Launch awareness campaign on social media	Inform child care providers about the benefits of participating in the CACFP and make families aware of the benefit of enrolling their children in a CACFP program.	Potential CACFP Providers and Families	Communications Director	Monthly Through 2025; Beginning May 2025
Publish a press release	Raise awareness about the CACFP and its role in combating food insecurity in the community.	Community at-large	Communications Director; Local news outlet	June 2025
Disseminate CACFP promotional communications	Educate child care providers about the CACFP and how participation could have a positive impact on their business and the children they serve.	Child care providers not participating in the CACFP	Communications Director; Child Care Resource & Referral Agencies	August 2025
Meet with the Child Care Licensing State Agency	Determine whether the CACFP meal pattern can be required by licensing and how it can be achieved (law, regulation, informal process).	Child Care Licensing State Agency	Policy Director	September 2025; with time to prepare for 2026 State legislative session

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Issue:

Advocacy Goal:

Key Players:

Supporters:

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