Guidelines for an advocacy meeting

- Introduce yourselves and express appreciation for the opportunity to meet
- State why you are there
- Provide a convincing reason why the policy maker(s) should support your issues and why it is important for you, your community and your country
- Tailor your argument to the policy maker’s personal background and interests
- Provide arguments for your position without apologies or antagonism
- Be prepared to make conversation and remain calm
- Try to get commitment from the policy maker(s)
- Offer to provide additional information
- After you leave, make notes and evaluate your meeting with peers
- Send a follow-up letter.

Contents of a position paper

1. **State main recommendation**
   Make a concise statement in one or two sentences

2. **Background**
   Explain why the position paper has been written.
   List national laws, policies and international treaties to support argument

3. **Evidence supporting recommendation**
   Provide facts, case studies, personal stories or examples
   (Ask permission from individuals for any quoted information)

4. **Recommendations**
   Offer specific, realistic actions that the policy maker can apply

5. **Organisations and individuals supporting this position paper**

6. **Name of your organisation**
   Include a brief description of mission or goals
   Provide contact name, address, telephone, e-mail address

7. **Date**