

# Applying the Ask

When you go home, try this as an exercise in real life!

**What is the issue in your community that you would like to see addressed?**

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**Considering your issue, who is your target? What is their name, title, organization, and background story? What connects them to the issue you care about?**

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**Considering your chosen advocacy target, Who are the other partners in your ecosystem you could engage? What is the timeline for implementing it? What resources do you need to do so?**

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Craft your Ask! Take it out of the abstract, and think about what you might say in a meeting or presentation to your taret utilizing your strategy.

**What data do you know?**

Be sure to cite the studies, reports, or articles.

**What stories can you tell?**

How do they pull on the heartstrings?

**What is the ask?**

How will you know that you have achieved the goal?

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