



Choosing Tactics

The most effective advocacy strategy uses a diversity of methods—or tactics. To advocate for swift processing times for applications, you can take any of these steps, or a combination of them all. However, it would be best to start with establishing a connection with your local MP.

ACTION	WHY CHOOSE THIS ACTION?	POTENTIAL OUTCOMES
Calling Your MP	If your M.P. is familiar with the issues raised in the report (e.g. long wait times), you can use this method to get your point across in a five-minute conversation.	Making a direct connection with your MP. Having an impact while using little time and resources.
Meeting with Your MP	Effective even if the issue is not well known to the legislator and even if you do not have a large support network. This allows you to present the one-page brief, a copy of the report, and your position on the issues to your M.P. in person.	A very effective method to get your message across to the MP. You may learn more about the MP's position and how the MP can help you in your cause.
Writing Letters to Your MP (Individuals)	You should use this to clearly communicate to your MP the impact these policy challenges have on your sponsorship work and on refugees, and what you would like to have done about it.	A well-written and thoughtful letter can bring the issue to the MP's attention. He/she will know that you have spent the time to research the issue and contact him/her.

<p>Letter-Writing Campaign</p>	<p>You have a good-sized support network.</p>	<p>If the MP receives a large volume of letters, he/she will know that there are many people concerned about this issue.</p>
<p>Writing to a Cabinet Minister</p>	<p>You desire to see change in government policy (rather than in legislation). You can use this to advocate on the four issues raised in the report.</p>	<p>Gives you access to the head of the relevant department, as well as access to the Cabinet.</p>
<p>Meeting with Civil Servants</p>	<p>Legislation is being developed. You desire change a government regulation or program.</p>	<p>Gives you access to those influencing and implementing legislation.</p>
<p>Writing a One-Page Brief</p>	<p>You anticipate contact with decision makers, media, and the public, and would like to send a consistent, accessible message. It also serves as a succinct form of the main issues the report highlights. You can present this to your MP during your visit.</p>	<p>Provides your campaign with consistency and clarity. Gives others a quick way to find out about your campaign or advocacy initiatives.</p>
<p>Preparing and Submitting a Petition</p>	<p>The issue is straightforward (essentially a yes/no question) and has widespread support.</p>	<p>Demonstrates public concern for the issue. Can be read in the House by your MP and can influence Parliamentary debate.</p>

<p>Organizing a Public Meeting</p>	<p>The issue affects many people but is also largely unknown.</p> <p>You would like to have a community discussion, or facilitate a debate between two officials.</p>	<p>Builds public awareness and support.</p> <p>Makes elected officials and policy-makers take note.</p>
<p>Organizing a Demonstration</p>	<p>There is need for widespread exposure to the issue.</p>	<p>Draws attention to the issue and gains public support. A quick way of demonstrating popular support for the cause to politicians.</p>
<p>Working with the Media</p>	<p>You would like to bring attention to a relatively unknown issue.</p> <p>You would like to comment (positively or negatively) on a newspaper article.</p> <p>You would like to make a public statement about what the government is, or is not doing, about an issue.</p>	<p>Raise public awareness on the issue.</p> <p>May impact the way the local media handles an issue.</p> <p>Can catch the attention of your MP, especially if you challenge him/her directly in your piece.</p> <p>You can also write a piece in support of your MP's position, which will encourage him/her to continue what he/she is doing.</p>
<p>Using Social Media</p>	<p>You would like to educate your network about this concern/issue.</p> <p>You would like to mobilize supporters of the issue.</p>	<p>You can organize, communicate, and mobilize more efficiently and effectively.</p>

Keep in Mind: Awareness. If you are knowledgeable about specific issues (poverty, climate change, refugees, etc.), you could consider *improving public awareness* as your tactic. This could mean leading a small group study in your church or university. Awareness is the foundation for effective action.

