

SPActivity Worksheet: Advocacy Skillsets Checklist

These are the leadership skillsets utilized in public policy making and advocacy (as defined by AJLI) to successfully advance community work and causes through legislative action. Please utilize this worksheet to review and assess your own skill level in each defined area, and total your score. Utilize this same sheet to re-evaluate your progress at the end of the League Year to see where you have advanced. Scoring is based on a sliding scale from 1 to 5 with a total scoring range of 20 to 100. The skill development levels are scored and ranked as follows:

- 1 - **Novice:** A beginner. Has an incomplete understanding, and needs supervision/guidance to complete any tasks.
- 2 - **Advanced Beginner:** Has a working understanding, and is able to complete simpler tasks without supervision.
- 3 - **Competent:** Has a good working and background understanding, and is able to complete work independently to a standard that is acceptable though it may lack refinement.
- 4 - **Proficient:** Has a deep understanding, and can achieve a high standard routinely.
- 5 - **Expert:** Has an authoritative or deep holistic understanding, and is able to go beyond existing interpretations, achieving excellence with ease.

(These rankings are based on the Dreyfus Model as adapted from source: <https://devmts.org.uk/dreyfus.pdf>)

Leadership Skill (Rank your skill development level from 1-5)	1	2	3	4	5
Accountability: Liability to account for and answer for one's conduct, performance of duties, etc., often with regard to parliamentary, corporate, or financial liability; responsibility. (Oxford English Dictionary)					
Active Listening: A conscious effort to hear not only the words that another person is saying, but also the complete message being communicated; paying attention to others very carefully, not allowing oneself to become distracted or to form counter arguments while the other person is still speaking. (Mind Tools)					
Advocacy: Participates in a range of activities that seek to bring about systemic social change. Forms of advocacy include issue education and organizing, legislative advocacy or lobbying and nonpartisan voter engagement. (Independent Sector)					
Analytics: Uses different methods of gathering data in a scientific and standardized manner to capture evidence that helps answer questions about the organization or community, to develop insight into its impact and to make informed decisions.					
Collaboration: Ability to create and nurture strategic alliances between organizations with the goal of achieving greater impact working cooperatively; ability to reach agreements about particular issues, problems, etc.					
Community Convening: Prepares and coordinates forums and meetings with civic and community leaders as well as the public, in particular involving discussion of issues, planning for community action and organizing.					
Community Insight: Knowledge of and orientation towards the social and political characteristics of a community, as well as its power dynamics, its strengths, needs, and history.					
Community Partnerships: Helps establish and manage partnerships with community networks, collaborative projects, and other relationships that advance the mission and goals of all groups involved.					
Crafting Key Messages: Writes short, memorable statements that inform, engage and motivate others and that serve as the foundation for branding and marketing, creating a common language with which to discuss the organization and provide a springboard from which to introduce facts and examples about its work and impact.					

Leadership Skill (Rank your skill development level from 1-5)	1	2	3	4	5
Decision Making: The act or process of choosing a preferred option or course of action from a set of alternatives.					
Negotiation: The process by which organizations share information and use problem solving to achieve mutually beneficial solutions; the ability to enter into contracts with others. Successful negotiations are essential to effective nonprofit strategy and to achieving organizational goals (Arizonanonprofits.org)					
Meeting Facilitation: The ability to lead efficient and inclusive gatherings, moderate discussions, share information, and reach decisions. Tasks include planning the meeting agenda, keeping the meeting focused on the decision-making process, and handling aggressive or discriminatory behavior.					
Networking: The exchange of information or services among individuals, groups, or institutions and the cultivation of productive relationships. (Merriam-Webster)					
Parliamentary Procedure: Uses the basics of Robert’s Rules effectively and in a flexible manner to create meeting environments that encourage balanced debate and orderly decision making.					
Public Relations: The practice of promoting an organization, building broader audiences and raising awareness of causes and organizational impact through effective strategies. Includes the role of the spokesperson, managing media relationships, preparing press materials and pitching stories.					
Research: The ability to collect, investigate, manage, and use data and other information; involves documentation and analysis of data related to organizations, communities, the policy environment, program evaluation and performance measurement, and other areas.					
Presentation Skills: The ability to convey a message effectively, speaking and facilitating with a specific objective; a general set of spoken communication skills that help leaders represent their organizations as spokespeople.					
Public Policy Engagement: Works in nonprofit public affairs as part of a coalition of community organizations that seek to influence public decision making, legislation and policy development. Involves creating public awareness and civic participation campaigns, knowledge of nonprofit law regulating lobbying and advocacy, public policy issues and the legislative process.					
Strategic Thinking: Involves a future-based focus, curiosity, a willingness to take risks, the ability to prioritize, agility, life-long learning, and creativity. (Adapted from Woolsey, Blake; “8 Characteristics of a Strategic Thinker.”)					
Writing: The ability to use language to produce clear, concise, logical, and grammatically correct written material.					
Scored Sub-Totals					
Re-Scored Sub-Totals					
GRAND TOTAL					
RE-SCORED GRAND TOTAL					

What does it take to make a good advocate <i>great</i>? Here are some key attributes to inspire!				
Action-Orientated	Creative	Empowering	Influential	Passionate
Aware	Curious	Enthusiastic	Inquisitive	Persuasive
Caring	Driven	Flexible	Inspirational	Team-Player
Compassionate	Empathetic	Goal-Oriented	Knowledgeable	Thoughtful