

Speaking Up For Change

What is the cause or issue I want to address?

Why is this issue important to speak up about?

Why am I the right person to speak up about it?

Who is the audience I want to speak to?

Speaking Up For Change

Where can I find legitimate data and research about my topic?

What resources are easy to pass along?

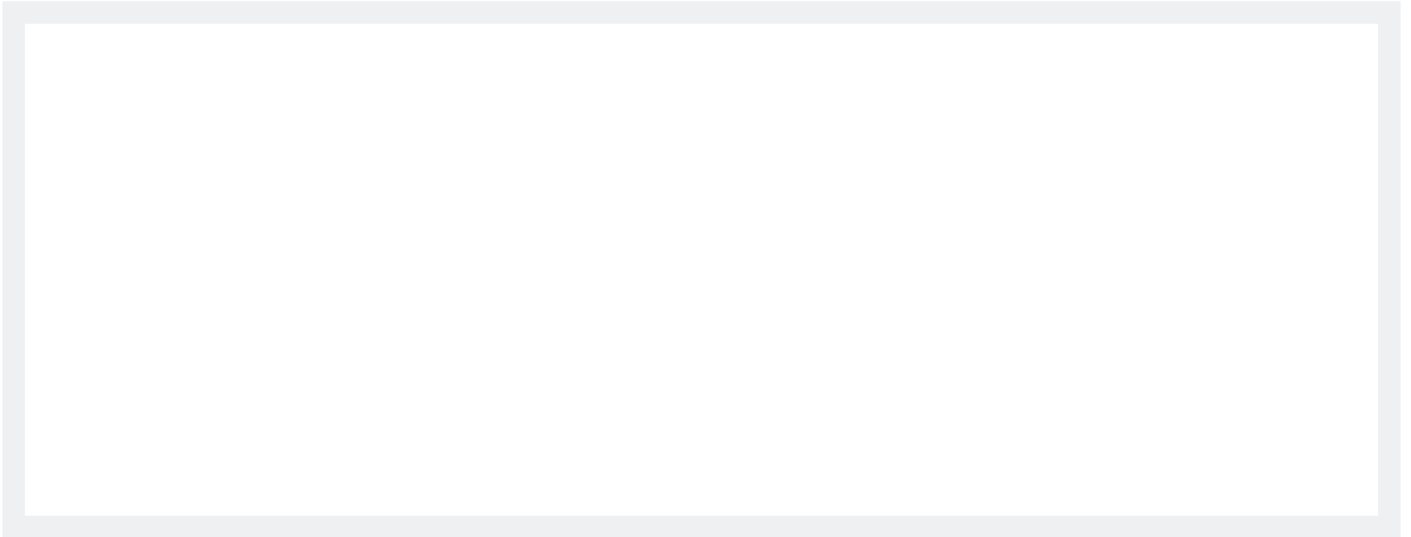
What actions can I take regarding this issue?

What is my call to action to others?

Speaking Up For Change

What medium (or media) will I use to spread the word?

Examples: Write a letter, shoot a video, record a podcast, do a FB Live, email your mailing list, write an ebook, make an infographic, give a presentation, write an article or press release



What platform(s) will I use to spread the word?

Examples: Newspapers, social media, donation site, news media online sites, article publishing (Medium, LinkedIn), blog

