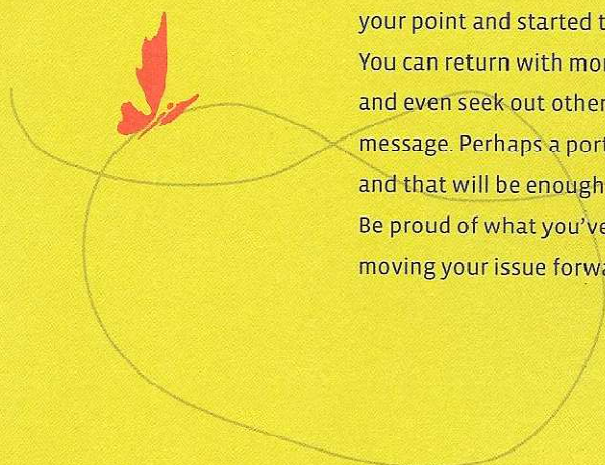


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Step 7: Close the Loop

Now that your pitch is done, it's time to tidy things up. You don't want to leave anyone hanging, even if your journey on the road to advocacy ends soon. Passing your effort forward ensures that the good you started will continue.

Ideally, your VIPs commit to a next step, which might be as small as agreeing to read your information in more detail. Or they might assign a staff member to investigate, or suggest another way to address your issue. If all your expectations weren't met, don't be discouraged. Change is hard, and some people are resistant to it. Simply by speaking up, you've made your point and started the fluttering of those butterfly wings. You can return with more partners and more information and even seek out other VIPs who may be more open to your message. Perhaps a portion of your issue will be addressed and that will be enough to spark later, greater change. Be proud of what you've done and how responsible you are in moving your issue forward through others.



VOICES FOR GOOD: WOMEN ADVOCATES THROUGH THE YEARS

1984

Geraldine Ferraro makes history as the first female vice-presidential nominee of a national party. A Democrat, she has a long record of advocacy for women. (In the Congress, as a Representative from New York, she spearheaded the drive for the Equal Rights Amendment.)