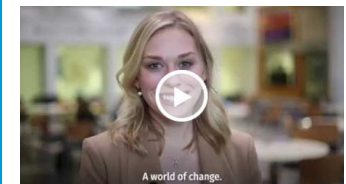




## ADVOCATING WITH CARE

**“Advocacy” is a powerful word with a simple meaning.** To advocate is to support something. It’s the act of speaking up and influencing others about something that’s important to you. Whether you’ve advocated for yourself (like, asking for a raise at work) or for someone else (like, speaking up for a friend), **you’ve been an advocate your entire life!**

When you advocate for CARE, you join a diverse network of more than 200,000 people dedicated to progress — progress for women, girls, families and entire communities around the world. **Your voice educates, informs and influences friends, colleagues and members of Congress who are positioned to enact change.** You support U.S. legislation that empowers millions of people to improve their own health, educations, and livelihoods. **CARE advocates represent a wide range of backgrounds, experience levels, and perspectives,** but we all share a common passion — to eradicate poverty and build a more just, equitable world for all.



**WATCH:** Why We Advocate

**“I realized advocacy is just talking about what you’re passionate about. It becomes easy and natural quickly.”**

**— Dan Berger, CARE Action advocate, Pennsylvania**

## Getting Started

By educating members of Congress and representing CARE in their districts, **our advocates maximize CARE's work around the world to save lives, defeat poverty and achieve social justice.** They help members of Congress understand that Americans care about ending global poverty; that it's not just good policy, it's also good politics. **Here are five tips to start advocating for CARE.**

### COVID-19 and Advocacy

*CARE is committed to helping our supporters advocate safely during the COVID-19 pandemic. **Regional Advocacy Managers** are making themselves available virtually to help advocates build relationships with members of Congress and their staff. We've moved those relationships online, but they're just as important as advocating face-to-face. One email, phone call, virtual CARE event, meeting or video conference at a time, CARE advocates are sharing information about our mission, and urging Congress to take action.*

**[Learn more about CARE's COVID-19 Response here.](#)**

#### 1. Connect with your Regional Advocacy Manager

CARE's team of Regional Advocacy Managers (RAMs) are spread across the U.S. to be **your connection to CARE's legislative agenda and global work on-the-ground.** They are also your direct line to what's happening in Washington, D.C. and how you can speak up for change when it's needed most. They'll help you:

- Learn more about CARE and how to advocate effectively
- Connect with other CARE advocates in your local community
- Attend or organize local events
- Recruit new advocates
- Build relationships with your elected officials and conduct in-district meetings
- Tell your own story about why you care about ending global poverty
- Submit pieces to your local media
- Participate in national CARE events like the CARE National Conference and CARE's National Day of Action

CARE's Regional Advocacy Managers support designated regions of the U.S. so you can have a more direct and personal relationship with them. **Meet them below, then use our map to find your RAM based on where you live and send them an email today to get started!**



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**“When I found out advocacy was an actual skill set that was valued, I felt like I had found my people and I had found my fit.”**

**— Hannah Sweeney, CARE advocate, Michigan**



**Jonathan Young:** Jonathan, based in Seattle, WA, has worked in policy and advocacy for over a decade mobilizing constituents and volunteers in the western region of the U.S. He is proud of his non-profit experience having worked previously for The ONE Campaign, Seattle Cancer Care Alliance, and the Experience Music Project. He also loves to write, record, and perform music in his spare time!



**Katie Kraft:** Katie, based in St. Paul, MN, comes to CARE from The United Methodist Church's General Board of Church and Society where she led efforts to organize a team of faith-based advocates to build support for international family planning programs in local communities and on Capitol Hill. Prior to The United Methodist Church, she worked for the Patient Access Network Foundation and the D.C. Women's Agenda.



**Savannah Fox:** Savannah, based in Washington, D.C., comes to CARE from 10 years at Amnesty International USA. Savannah served as the 2017 Human Rights Fellow for the Young Professionals In Foreign Policy and currently serves on the Executive Board of the New Leaders Council in Washington, D.C.

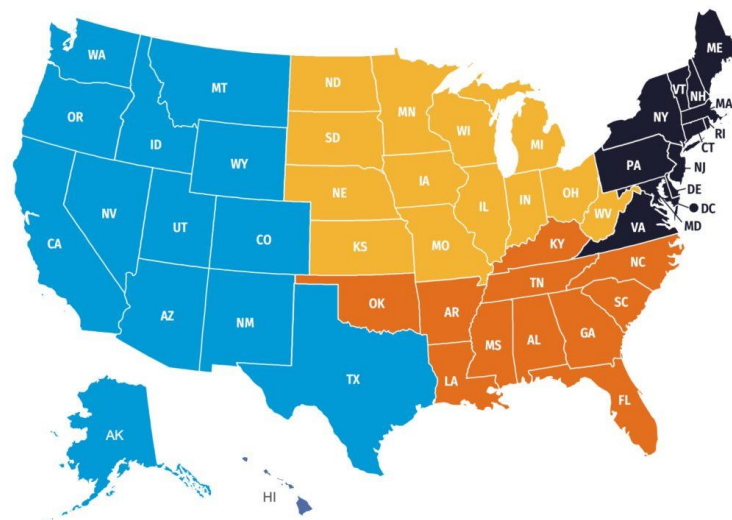


**Whitney Griggs:** Whitney, based in Atlanta, GA, comes to CARE from Georgians for a Healthy Future where managed grassroots strategies and implementation plans for various healthcare issue campaigns. Prior to Georgians for a Healthy Future, Whitney worked for the Healthy Mothers Healthy Babies Coalition of Georgia and Children's Healthcare of Atlanta.



**Jasmine Payne (Youth and Racial Justice Coordinator):** Jasmine, based in Atlanta, GA comes to CARE from the Atlanta Community Food Bank where she facilitated workshops combatting hunger and poverty in the US. At CARE, she supports the design and launch of strategic initiatives and new approaches to increase youth engagement and build a more diverse and inclusive environment within our volunteer advocate network.

## Find Your Regional Advocacy Manager



### WEST

Jonathan Young  
Johnathan.Young@care.org

### MIDWEST

Katie Kraft  
Katie.Kraft@care.org

### NORTHEAST

Savannah Fox  
Savannah.Fox@care.org

### SOUTHEAST

Whitney Griggs  
Whitney.Griggs@care.org



## Draft Email for Connecting with a RAM:

*Hi! My name is [Your Name] and I live in [City, State]. I'm interested in connecting with you and learning more about advocating with CARE.*

*[Include any personal information you wish, like what you do for a living, why you're interested in CARE, and any other organizations you're involved with or support]*

*You can reach me at [Your Email or Phone Number]. Thanks!*

## 2. Learn about the issues

Advocating for the eradication of global poverty is a big topic that CARE breaks into four main advocacy issues:

**Gender-Based Violence:** An estimated one in three women globally will experience gender-based violence in their lifetime, and this number only rises in humanitarian emergencies. Gender-based violence may include rape, domestic violence, child marriage, female genital cutting, or sexual harassment. While women and girls are the primary victims of gender-based violence, men and boys are also victimized and face similar difficulties in obtaining treatment and post-assault recovery.



Abir Abdullah/CARE

Violence against women has profound implications on survivors and communities, including increased risks for HIV and reproductive health complications. CARE is working to address women and girls' unique needs in the workplace and in humanitarian emergencies to ensure they receive support and services, and that their voices are included in decision-making.

**Health and COVID-19 Response:** Maternal and child deaths in the developing world remain tragically high where access to voluntary family planning is a matter of life or death, and access to women's health services are even more limited as resources are diverted to curb the spread of COVID-19. Millions of women who want to delay or prevent a pregnancy lack the access, information and services they need. CARE advocates for policies and robust resources to increase the quality, access and availability of voluntary family planning as part of women's essential health services, particularly in emergencies.



Sven Torfinn/CARE

As the global COVID-19 pandemic becomes one of the greatest challenges of our generation, it will be imperative that the world builds back a more just, equitable, post-COVID world for all. We advocate for a global response to COVID-19 that includes a focus on the unique impact women and girls face by this crisis and the women's leadership needed to respond effectively.

**Food and Nutrition Security:** CARE focuses on long-term food and nutrition security programs that support farmers — particularly women and small-scale farmers — and families to grow, buy and access nutritious and adequate food. Women and children comprise the majority of the world's chronically hungry people, and when food is scarce, women are often last to eat. To address the needs of today's global food security challenges, we have the solutions at our fingertips. We need to tackle these problems with the right tools in both emergency and long-term food security needs, setting families and communities on a path toward independence.

**Humanitarian Response:** Armed conflict, natural disasters and climate change have the greatest impact on the poorest, most vulnerable countries and disproportionately affect women and girls. Yet women are crucial to informing responses to these emergencies. Their understanding of their own needs and capabilities can bring forth practical and effective solutions, such as more equitable food distribution, safer sanitation facilities, innovative solutions for reporting violence, and continuation of education and livelihood activities.



Karin Scherbrucker/CARE



Christian Berg/CARE

### 3. Get to know Congress

**The most effective way to influence your elected officials is to learn more about them and what they do** — research their background, what they stand for, what people or life experiences have influenced them, what committees and subcommittees they sit on, and what's important to them and their constituents.

**“Change doesn’t take billions of dollars. It takes advocacy.”**

**— Rep. Ami Bera, CA-7**

- Start by visiting [govtrack.us](https://govtrack.us), enter your current address, and find out who represents you in your district and state.
- Log on to [congress.gov](https://congress.gov) and find your Members of Congress to see more detailed information about their background and previous legislation they have supported or introduced.

- Then, spend time mapping your Members of Congress and where they stand on the issues. [Use our mapping exercise to effectively map your member of Congress.](#)
- Use this information to connect the dots between what's important to your Member of Congress, you, and CARE's key advocacy issues.



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#### 4. Prepare to reach out to your Members of Congress

CARE encourages advocates to [set up meetings with Members of Congress and their staff](#) at several points during the year. These meetings can take place virtually or in-person and serve as important opportunities for advocates to introduce themselves and share why CARE's high-priority advocacy issues are important to them as constituents. **In each meeting advocates ask for their Member's support for CARE's legislative agenda** and offer themselves and CARE as valuable resources to stay briefed on CARE's work.

Here are some examples of what outreach to your member of Congress could look like:

- Your RAM can help you determine **when to schedule a meeting, who to contact and what policy issues to address**. They will also provide all the background information and support you need to make your meeting a success. Use our email template earlier in this toolkit to connect with your RAM now.
- Build on your relationship with your Member of Congress by **finding them on social media, posting about CARE's advocacy issues and tagging them and CARE in your posts**. Comment on your representative's posts and start conversations that will influence them and their followers.
- **Go to your Member of Congress' website or [The Townhall Project](#)** and find out where and when your representative is hosting online townhall meetings. Attend their meeting and ask appropriate questions about their stance on global funding and poverty eradication. Be courteous and concise and make sure your questions tie back to CARE's work and advocacy issues.
- **Write an op-ed or letter to the editor about a current event or article** that pertains to CARE's work and advocacy issues. Then, email it to your Member of Congress or post it online and tag them. [Use our toolkit to get started.](#)



## 5. Recruit your friends and colleagues

CARE knows there is strength in numbers. **Our network of more than 200,000 advocates includes people from all political parties, religions, races, ethnicities, genders, occupations, ages and walks of life.** The more constituents who show support for CARE's issues, the more members of Congress pay attention. Ask your friends to join you when you advocate for CARE. Include them in events and online opportunities to learn about CARE's work and hear from other CARE supporters.

These friends and colleagues become your advocacy teammates and together, **you'll influence your communities and your members of Congress to create sustainable change** and a world that's more just and equal for everyone.



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### Post On Your Social Media!

**I'm an advocate with @CARE because I'm passionate about creating change for a better, more just world. Want to join me? Go to [care.org/signup](https://care.org/signup)!**



## Your Voice, Your Commitment

What you do today matters... it makes a real difference in the lives of people from all corners of the world. We're in this together and we're so grateful to have you on our side. Visit [care.org/advocacy](https://care.org/advocacy) for more information about what we do and how to become an effective advocate with CARE.