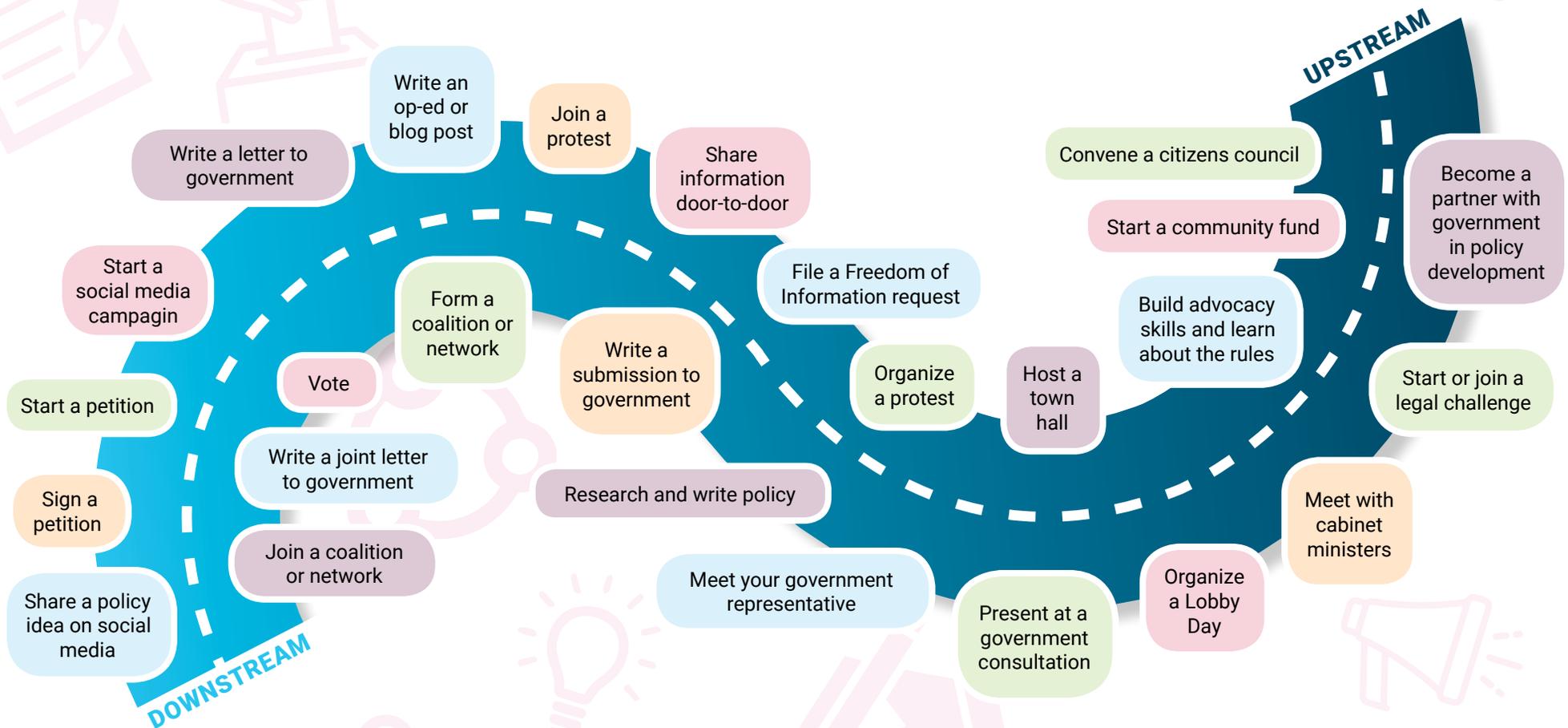


# ADVOCACY SPECTRUM

MAKING  
**CHANGE**  
HAPPEN!

Get involved  
and strengthen  
communities



# ADVOCACY SPECTRUM

# HOW IT WORKS

The Advocacy Spectrum outlines a number of actions organizations and individuals can take to make effective policy change. No one action is sufficient on its own, nor is one necessarily better than another to influence and make policy change happen.



There may be other actions to add, too. Feel free to make it your own! And keep in mind that advocacy and this spectrum are not linear - actions could move around from side to side.



The spectrum could also be used to map out where other organizations are advocating on the same issue. Where are the overlaps and where are the gaps in influencing decision makers?



There's a place for everyone on the spectrum. It can depend on personal or organizational capacity, energy, values, and understanding of specific issues. It can also change at different times and for different issues.



The key is to find your place and work with others at different parts of the spectrum to build the change for healthy and inclusive communities.

## Dimensions to advocacy to consider

### UPSTREAM/DOWNSTREAM:

**Downstream:** Reacting to government decisions and actions to make necessary changes

**Upstream:** Thinking of ideas to make positive social change and taking steps to make it happen

### INDIVIDUAL/COLLECTIVE:

**Individual:** Actions you can take on your own

**Collective:** Actions that groups can take, working together or on their own

### ABOUT ONN

ONN is the independent nonprofit network for the 58,000 nonprofits in Ontario, focused on policy, advocacy and services to strengthen Ontario's nonprofit sector as a key pillar of our society and economy.

ONN works to create a public policy environment that allows nonprofits to thrive. We engage our network of diverse nonprofit organizations across Ontario to work together on issues affecting the sector and channel the voices of our network to governments, funders, and other stakeholders.

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How are  
**YOU** using the  
Advocacy Spectrum?  
Share your experiences!

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