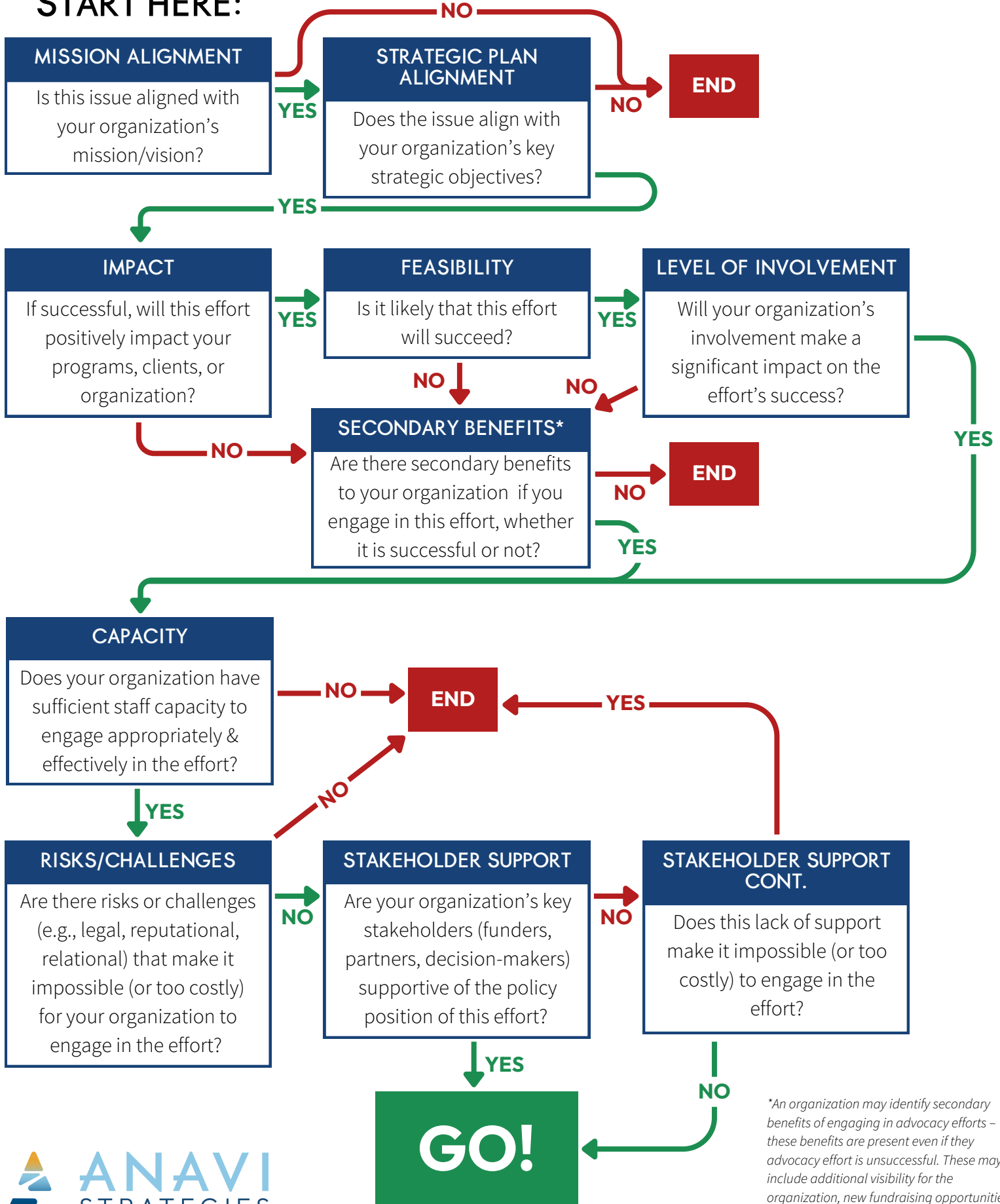


Advocacy Issue Decision-Making Tree

START HERE:



**An organization may identify secondary benefits of engaging in advocacy efforts – these benefits are present even if they advocacy effort is unsuccessful. These may include additional visibility for the organization, new fundraising opportunities, and/or deepening relationships with decision-makers.*