

IS YOUR ORGANIZATION READY FOR AN ADVOCACY ROADMAP?

*WHAT READINESS ACTUALLY LOOKS LIKE -
AND WHAT NEEDS TO COME FIRST.*

SNYDER
STRATEGIES

No BS

THE STAGES

Not every organization is ready for a full Advocacy Roadmap.

And that's not a criticism.

A roadmap is not a tactics document. It's a multi-year strategic operating system for advocacy. It reshapes governance expectations, engagement structures, policy prioritization, and measurement.

Some organizations need clarity first.
Some need alignment.
Some are already doing the work and need structure.

The question isn't whether you "care" about advocacy.

It's whether you're ready to build it intentionally.

Let's walk through what readiness looks like.



AWARENESS

You know something feels scattered.

The legislative session feels reactive.

Your board occasionally asks about advocacy. Your advocates show up inconsistently.

You send action alerts, but can't always measure impact.

At this stage, most organizations are operating on energy and good intentions.

That's normal.

An Advocacy Roadmap is not about doing more.

It's about deciding what matters - and sequencing it.

If you're here, you don't need more tactics.

You need structure.

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ALIGNMENT

You've had the internal conversations.

Your leadership agrees advocacy matters.

There is an appetite for deeper engagement.

You recognize gaps in ownership or clarity.

But you may still lack:

- Clear prioritization
- Defined risk tolerance
- Engagement sequencing
- Measurement systems

At this stage, a Roadmap becomes possible because leadership is ready to commit.

Without alignment, strategy collapses under pressure.

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COMMITMENT

This is where organizations are truly ready.

You understand that:

- Advocacy is long-term.
- Capacity must be built.
- Board roles may need to evolve.
- Engagement requires infrastructure.
- Measurement must be defined.
- Policy prioritization requires discipline.

You are ready to:

- Focus on 2–4 top priorities.
- Map power intentionally.
- Sequence engagement over multiple years.
- Invest in governance clarity.
- Build systems that survive staff transitions.

This is where a full Advocacy Roadmap makes sense.

WHAT A ROADMAP ACTUALLY DOES

When organizations reach this stage, an Advocacy Roadmap can:

- Clarify legislative agenda development
- Define tiered priorities
- Sequence engagement audiences
- Map power and influence
- Align board and staff roles
- Build measurement dashboards
- Phase growth over three years

It transforms advocacy from random activities into infrastructure.

IF YOU'RE NOT SURE

Many leaders sit between Stage 1 and Stage 2.

They know something needs to change.

They're not yet sure how big that change should be.

That's exactly what a discovery call is for.

We'll assess:

- Where you are right now
 - What readiness looks like in your context
 - Whether a full Roadmap is the right next step
 - Or whether a smaller structural shift should come first
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WHAT'S NEXT

Advocacy does not become strategic by accident.

It becomes strategic when leadership intentionally builds it.

If you're ready to explore whether your organization is ready for a full Advocacy Roadmap, let's talk.

[**Book a Discovery Call**](#)