

TOP TEN LIST

TEN BEST WAYS TO DO ADVOCACY BADLY

With apologies to David Letterman, and thanks for editorial assistance to Elizabeth Kirby and for their insights to the following contributors:

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R.S. Kirby, April 2012

Ten Best Ways to Do Advocacy Badly

Number 10

My Way, or the Highway

Assume that you are right, and everyone else is wrong.

Remember, in politics and advocacy, there is no room for compromise.



Number 9

Politics Makes Strange Bedfellows

Insult the legislators whose support is most important to your cause.

A few pointers:

- 1)Talk on your cell phone while meeting with legislators.
- 2)Tell the politician they have the worst district, site or city.
- 3)Make fun of the legislator's family, high school sports team, or alma mater.

Number 8

Ignorance is Blitz

Don't do your homework – it's not important to research the topic, or know the details of your issue.

Even more so, don't learn the basis for the opposition's views on the subject.



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Number 7

Can Words Never Hurt Me?

Make personal attacks on those who oppose you – whatever it takes to get results. *Ad hominem* arguments work best – and the nastier the better.

Need ideas? Watch any campaign ad during the coming Presidential election season.

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Number 6

But Don't Forget Your Manners

Politeness has no place in politics or in building consensus.

Be rude to your allies, snub your opponents, and forget that on the next issue these same people will want to be your friends.



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Number 5

All Those Details Just Give Me a Headache

Don't study the political context for your issue.

Knowing how the legislature works, or what process will most likely lead to the desired outcome, will only complicate your efforts.

Follow this rule, and you can try again next year.



Number 4

Can Anything Good Come in Small Packages?

Never settle for anything less than everything you wish for.

Insist on every detail being met – refer to No. 7 if you encounter difficulty getting results.



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Number 3

Look, Mom, I Did It With My Own Hands!

While politicians are individuals, advocacy is all about you! So, when advocating for a community issue, don't learn who the leaders of the community are, or what their issues are or how committed they are.

If successful, take all the credit personally, but of course if you lose, blame the community leaders.


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Number 2

We'll Burn That Bridge When We Get to the Middle

Who needs allies? Who needs friends? They didn't support you on this issue, so why do you need them?

Everyone who has ever disagreed with you is your enemy. Use this rule along with rule Number 7, for best results.



Ten Best Ways to Do Advocacy Badly

Number 1

How Long Has This Been Going On?

Never make allies, don't know your facts, give up easily, and be selfish in your interactions with others. Remember that authenticity, honesty and passion have no place in advocacy.

Most of all, don't remember what the purpose of advocacy is, and you'll be sure to do advocacy badly.