Asset-Based Advocacy

• What do you have?
• Internally (team) focused
• Relationship driven
Need-Based
• Needs, deficiencies, lack, weaknesses
• Hopelessness, despair
• Consumers, gatekeepers, critics
• “them”

Asset-Based
• Effectiveness, gifts, strengths, talents, expertise
• Realism, thankfulnessness
• Producers, facilitators, partners
• “us”
Reaching your audience

- Find affinities
- Bid on a winner
- Shared investment
- Paint a picture
- Deliver and repeat
Thank you

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