

Frequently Asked Advocacy Questions



What is advocacy?

Advocacy is the act or process of supporting a cause. It involves sharing information with others to educate them about the cause.

What is the difference between advocating and lobbying?

The goal of advocacy is to promote, support, or educate others about a cause, while lobbying is focused on influencing specific policy. Check with your organization about which activities you are permitted to engage in as a representative of the organization and/or as a private citizen.

Why is advocacy important for adult education?

Advocacy is essential because it helps policymakers, employers, and the public understand how adult education benefits individuals, families, and the economy. Doing so will hopefully lead to increased funding, public visibility, and sustained support.

Who can be an adult education advocate?

Anyone! There is no requirement to become an advocate. Teachers, tutors, students, administrators, community partners, and employers all make excellent advocates. Anyone can be an effective advocate because everyone benefits from adult education being widely available.

How can I get involved?

Advocacy takes many forms - whether it's sharing success stories, contacting legislators, or participating in local campaigns and community events. You can begin by sharing stories through social media, engaging your network, and building momentum for your cause. Connecting with local, state, or national organizations already leading advocacy efforts is another powerful way to join forces and maximize impact. Every action, big or small, raises awareness and strengthens support for adult education.

What issues does adult education advocacy address?

Advocacy efforts often focus on issues such as program funding, access to learning opportunities, equitable resources for underserved populations, professional development for educators, and recognition of adult education's role in other issues such as workforce development and civic participation.

What are some key messages to share when advocating?

There are many messages to share when advocating for adult education. It is important to connect your messaging to the needs of the program you are supporting and your audience. You can use simple messaging like:

- Every adult deserves access to literacy, numeracy, and digital skills.
- Adult education changes lives and strengthens communities.
- Investments in adult education programming support workforce development and economic growth. Adult education programs help individuals improve literacy and job skills, leading to higher employment rates, better health outcomes, and greater civic participation.
- Communities benefit from a more skilled workforce, increased tax revenue, and reduced reliance on social services.

How can I share my story to support advocacy efforts?

Personal stories are powerful tools. You can write a short testimonial, create a video, or speak at events to show how adult education has made a difference in your life or community. Many advocacy organizations collect and share these stories with policymakers or donors.

Where can I find resources to support advocacy efforts?

In addition to our advocacy tools and information, there are also resources available from local or state level networks that exist to support you, and national organizations like the National Coalition for Literacy (NCL).



Do you have other questions?

Contact ProLiteracy's Director of Advocacy & Field Services, Lauren Osowski, at losowski@proliteracy.org.
