



CHAPTER 5:

IN CLOSING

Due diligence is your starting point in any advocacy endeavor. While the playbook covered a lot of information, there are many other elements and steps to take for successful advocacy campaigns to get off the ground and move through the process of making a difference.

This playbook took you through steps and tables of how to prepare to make an ask to a decision-maker in your community. While you might not have needed every step or table included in the playbook, hopefully each still assisted you in being more prepared to make an ask and analyze how successful your ask might be.

Finally, many advocates often focus on just one main success of their efforts—achieving their policy solution and advocacy goal. While that success is to be celebrated, don't overlook small steps along the way that make the main success possible. Changes in policy and implementation can take time! Celebrating the small steps will keep you and others motivated along the way. Together, we can create compassionate, no-kill communities nationwide for dogs and cats and the people who love them.

Questions about ordinances and legislation: legislative@bestfriends.org

For general questions about Best Friends Animal Society, please email info@bestfriends.org

