

# ADVANCED ADVOCACY TOOLKIT

***YOUR VOICE MATTERS!***



## Keep speaking up for Colorado kids!

As Sen. Linda Newell said at the inaugural Speak Up for Kids, “There’s nothing more important and powerful than a constituent’s voice.” Your passion for children’s issues combined with your own lived experience makes you a powerful advocate. We hope this Advanced Advocacy Toolkit will bolster your efforts to make your voice heard along with other Coloradans. Your advocacy helps ensure that children have a healthy start in life and will have access to experiences that help them discover, learn, and grow.



**BOYS & GIRLS CLUBS**  
IN COLORADO



**COLORADO CHILDREN'S**  
• CAMPAIGN •

Every day. For every kid.



**Clayton**  
EARLY LEARNING

# SPEAK UP FOR KIDS

# AGENDA

April 8, 2026

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- **7:30–8:15 AM** | Breakfast and networking (History Colorado)
- **8:15–8:25 AM** | Welcome and goals for the day
  - **William Browning**
    - President & CEO, Clayton Early Learning
  - **Heather Tritten**
    - President & CEO, Colorado Children’s Campaign
  - **Stuart Jenkins**
    - Executive Director, Boys & Girls Clubs in Colorado
- **8:25–8:45 AM** | Overview of the 2026 session, instructions for the day, and elected speakers
- **8:45–9:45 AM** | How to “Speak Up for Kids” today
  - **Leah Caputo**
    - Director of Advocacy and Community Engagement, Colorado Children’s Campaign
  - **Ealasha Vaughner**
    - Manager, Policy & Advocacy, Clayton Early Learning
- **9:45–9:55 AM** | Closing
  - **Stuart Jenkins**
    - Executive Director, Boys & Girls Clubs in Colorado
- **9:55–10:10 AM** | Walk to the state capitol
- **10:15 AM** | Capitol photo (on the West Steps)
- **10:15 AM–12:00 PM** | Lobby, floor pulls, and complete legislator visits
  - Coaches: The Campaign, Clayton, and Boys & Girls staff
- **12:00–12:30 PM** | Drop off your legislator visit completion form in the basement (Speak Up for Kids table)

## ***Self-guided, optional opportunities***

- **12:00–3:00 PM**
  - Continue to lobby for your issues
  - Meet your legislators
  - Capitol tours
  - Committee hearings & testify on a bill
  - Observe both House and Senate chambers

# SPEAK UP FOR KIDS

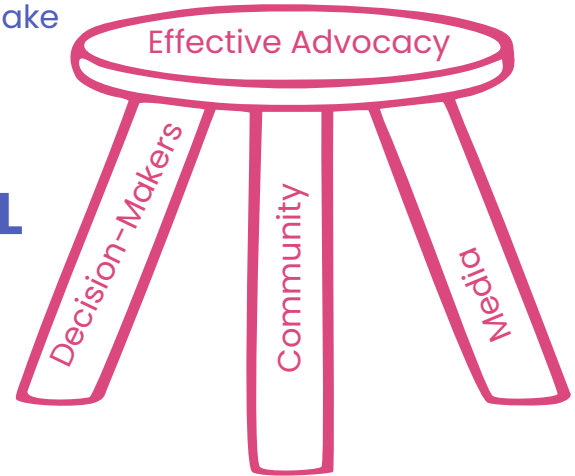


## YOU ARE AN EXPERT!

With your advocacy training at Speak Up for Kids, your personal experience as someone who cares about kids, and the resources below, you are ready to make your voice heard when it is needed most.

## FRAMEWORK FOR EFFECTIVE ADVOCACY: THREE-LEGGED STOOL

Good advocacy rests on a three-legged stool; to be effective, all three must be in place. Some different strategies are shown to the right.



### DECISION-MAKER LEG

This leg of the stool encompasses everything that goes on where laws are made. It could involve engaging with lobbyists, testifying on behalf of a bill, or meeting with an elected official.

- Telephone
- Action Alerts
- Letters & email
- Town hall meetings
- Petitions
- Testifying
- Advocacy events
- Texting

### COMMUNITY OR GRASSROOTS LEG

This leg of the stool involves efforts in the community, such as grassroots campaigns, gathering petition signatures, or responding to alerts for action at the Capitol.

- Speaking up with friends and family
- Telephone & texting tree
- Host fundraising/special events
- Community organizing

### MEDIA LEG

This leg of the stool refers to actions that spread the word to more people through various media outlets such as local radio, blogs, podcasts, or social media platforms.

- Letter to the Editor
- Posting on Facebook, X, IG
- Op-ed
- Creating a Facebook page or blog

## TWO HELPFUL POINTS TO KEEP IN MIND:

- (1) Two of the three legs are firmly planted where you live. The work you do in your hometown or county is just as important as the work being done at the Capitol.
- (2) You do not need to cover all three legs of the stool alone; you can work with other groups to see that all three are getting attention.





## Prepare for Your Legislative Visit

Question	Name
Who will introduce the group?	
Who will Share their story?	
Who will talk about the bill(s)?	
Who will ask the legislator where they stand on the bill(s)?	
Who will hand out any handouts? (May include fact sheets)?	
Who will take notes?	
Who will take pictures?	

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## RESOURCES

The following resources will provide you with essential information on the Colorado legislature, child well-being, and organizations across the state working to create better outcomes for Colorado kids and families.

### THE CAMPAIGN'S KIDSFLASH

As the leading voice for Colorado's 1.2 million children, the Colorado Children's Campaign publishes a bi-weekly newsletter about issues affecting kids in Colorado. [www.coloradokids.org/join-us](http://www.coloradokids.org/join-us)



### CLAYTON EARLY LEARNING

A major proving ground for all things early childhood, Clayton Early Learning is Colorado's leading catalyst in providing early care and education, and collaborating with others to improve these important services. [www.claytonearlylearning.org](http://www.claytonearlylearning.org)



### BOYS & GIRLS CLUBS IN COLORADO

The Boys & Girls Clubs in Colorado is a nonprofit organization formed to maximize the impact of 17 regional Clubs managing 80-plus locations across Colorado. [www.coloradoboysandgirlsclubs.org](http://www.coloradoboysandgirlsclubs.org)



### COLORADO GENERAL ASSEMBLY

Look up all legislators and legislation, past and present, get daily calendars for the House and Senate, watch live proceedings or listen to live audio, and more.

<https://leg.colorado.gov>

**By scanning this QR code, you will have access to:**

- Tips for writing and calling your legislator
- Templates for legislative committee testimony and press engagement
- Legislator contacts and committee assignments
- Additional resources from Clayton Early Learning, Boys & Girls Clubs in Colorado, and the Colorado Children's Campaign

