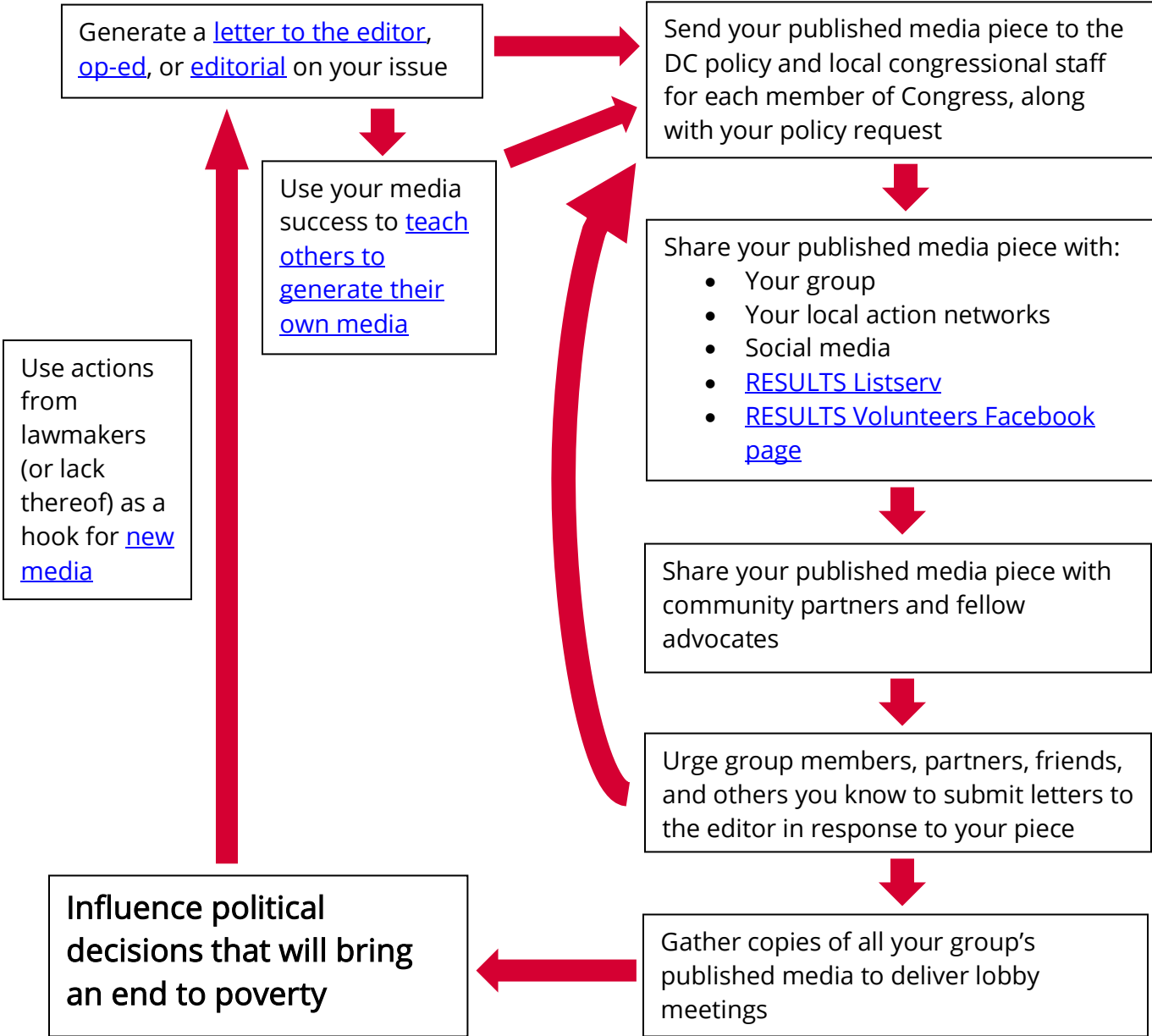


LEVERAGE YOUR MEDIA



At RESULTS, we recognize the power media can have in raising awareness about poverty. Getting media published is also a powerful personal experience helping you realize the transformational power of advocacy. However, generating media is only the first step. It's important to use your media in the most effective way to achieve your goals. Use this chart as a guide for leveraging your media to maximum effect.



For more media tips and advocacy how-to's, see the RESULTS Advocacy Basics at: <https://results.org/volunteers/advocacy-basics/>. Questions? Contact Jos Linn at jlinn@results.org.