



for every child

# UNICEF USA: ADVOCACY



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## Use your voice and make a difference for children everywhere

UNICEF is mandated by the United Nations General Assembly to **advocate for the protection of children's rights**, to help meet children's basic needs and to expand their opportunities to reach their full potential.

The definition of advocacy is to speak up on behalf of someone in need. For UNICEF, advocacy means **speaking up on behalf of and with children** to protect their rights. It means ensuring they have safe, healthy childhoods and strong futures with opportunity and hope.

Supporters urge decision-makers in all sectors to implement **policies and budgets that support and empower children**. A child rights framework that prioritizes children's best interests is key for policymakers to keep in mind. UNICEF USA educates and mobilizes supporters across the United States to press for these policies, while remaining **nonpartisan** and **results-focused**.



## AT ITS CORE, UNICEF USA'S THREE FUNDAMENTAL ADVOCACY PRIORITIES ARE:

- 1 Be the leading voice on child rights** and on UNICEF's priority issues impacting children globally, including in the United States.
- 2 Maintain U.S. Government financial support** for UNICEF's work around the world for children and families.
- 3 Promote legislation and policy recommendations** in line with UNICEF's global mission and messaging.

**Advocacy matters.** When we advocate, we create new understandings and chip away at systemic challenges that hurt children. We create sustainable, positive impacts for children at home and abroad.

To learn about current campaigns and take action, visit [unicefusa.org/advocacy](https://unicefusa.org/advocacy)

## HOW WE ADVOCATE

### 1 Contact your legislators through our Action Center:

Email and tweet at your elected officials with one click at [act.unicefusa.org](https://act.unicefusa.org). This platform connects you with your legislators. You can customize messages asking them to support UNICEF USA's policy priorities. You can also use the "[Get to Know Your Legislators](#)" worksheet to research and learn more about your Representative and Senators in the U.S. Congress.

### 2 Participate in a constituent-led meeting with a local government office:

Meet with your elected official's staff in your local district office to share your passion for children's rights and ask them to support UNICEF. UNICEF USA has trained volunteer advocates throughout the country who build and maintain relationships with local government staff. Reach out to the UNICEF USA Advocacy Team at [advocacy@unicefusa.org](mailto:advocacy@unicefusa.org) to schedule and prepare for advocacy meetings.

### 3 Integrate advocacy into community events:

Include an advocacy call to action from our [Action Center](#) in events hosted to support UNICEF in your community. Incorporating a relevant advocacy activation into your [event](#) is a quick and meaningful opportunity to familiarize your community with UNICEF USA's advocacy work and enhance your event! Check out our [Phone2Action overview](#) for more information on our advocacy platform. You'll also find a list of texting keywords for specific campaigns on our Action Center.

### 4 Participate in UNICEF USA's annual Advocacy Week:

When you sign up for Advocacy Week, you have the opportunity to meet with your Congressmembers and their staff about UNICEF policy priorities and get loud on social media [#ForEveryChild](#). Advocacy Week takes place in the spring, so keep an eye on our [Advocacy webpage](#) for event and registration details.

### 5 Support UNICEF year-round on social media:

Stay tuned for the latest ways to advance UNICEF's policy and programmatic priorities on social media via our [Social Press Kit](#).

**6 Rise to the Challenge:** Throughout the year, we will need all UNITERs on deck to support urgent advocacy activations. Join [UNICEF UNITE](#) if you haven't already to ensure you receive calls to action and engagement opportunities from our Advocacy Team directly to your inbox!

## PHONE2ACTION

Advocating on behalf of UNICEF has never been easier. **With just a text, you can reach out to your government officials** and let them know that you care about issues like access to education and protecting refugees and migrants.

Phone2Action allows individuals to call, email, and utilize their social media platforms in order to reach elected and appointed officials in the U.S. government. You can join the thousands of other UNICEF advocates who have taken action right now! **By simply texting keywords to 52886, you can support vital funding and policies** that let UNICEF reach the world's most vulnerable children.

Advocates should visit [UNICEF USA's Action Center at act.unicefusa.org](#) to explore the various activations that are live!

