UNICEF UNITE Advocacy

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.

Advocacy means, literally, to speak up on behalf of someone in need. For UNICEF, it means **speaking up on behalf of and with children** to support their rights, ensure safe and healthy childhoods, and build strong futures with opportunity and hope.

UNICEF USA urges decision-makers in all sectors to implement **policies and budgets that support and empower children**, using a child rights framework that prioritizes their best interests. 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 understanding, chip away at the systemic challenges that hurt children, and create sustainable positive impacts for children at home and abroad.
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. This platform connects you with your legislators and allows you to customize messages asking them to support UNICEF USA’s policy priorities. You can also use the worksheet “Get to Know Your Legislators” 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: Share your passion for children’s rights and ask your elected officials to support UNICEF by meeting with their staff in your local district office. Each UNICEF Club and UNITE Team should have an Advocacy Lead who builds and maintains relationships with local government staff on behalf of your group. Coordinate with them and the UNICEF USA Advocacy Team at 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 by your UNICEF Club or UNITE team. Incorporating a relevant advocacy activation provides a quick and meaningful engagement opportunity that will 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, and a list of texting keywords that direct to specific campaigns on our Action Center.

4 Be civically engaged and vote #ForEveryChild: This election season, make your voice heard on behalf of the world’s children by voting with their best interest in mind and by amplifying youth voice in the political process. Check if you are registered to vote and register, learn about the candidates on your ballot, and find your polling location on our Civic Action Center. You can also join us in asking the presidential candidates to share their “Vision for Children” in the United States here.

5 Participate in the UNICEF USA Annual Summit: When you sign up for the Annual Summit, you also have the opportunity to join Advocacy Day, where you can meet lawmakers face-to-face on Capitol Hill! The Summit takes place in the spring with registration beginning in the late fall.

6 Rise to the Challenge: Throughout the year, we will need all UNITERs on deck to support urgent advocacy activations. Stay tuned for calls to action from our Advocacy Team in UNITE newsletters and on social media! ✨