



SPREAD THE WORD

by the Institute of Conservation

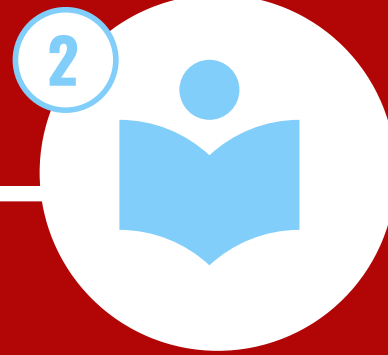
Help us develop a culture of advocacy within the Icon community by sharing our sense of pride around conservation and explaining why it matters to others. There are plenty of everyday opportunities to advocate for conservation, ranging from a casual conversation to joining a policy group. Check out our handy tips for getting involved below.

how to be a conservation advocate



1 understand

Fully knowing the message you want to communicate will help you explain it to others. Start by reading up on Icon's advocacy priorities and messages but also think about your own experiences - what challenges do you face as a conservator and what you would like to change?



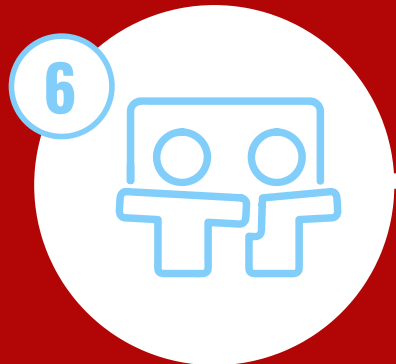
2 read

Read the news or sign up for newsletters to keep up to date with local, national and international developments. An awareness of what's going on will help you spot opportunities to advocate but also to combat threats early.



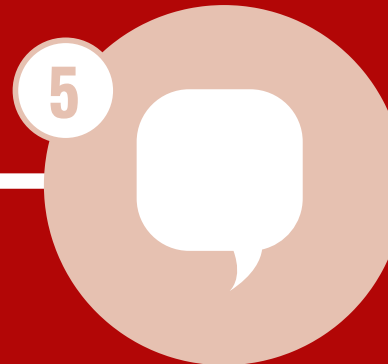
3 network

Get to know your professional and local communities and what makes them tick. Reach out to like-minded individuals to build a coalition to speak from a unified voice. Or introduce yourself to the unconvinced to make new connections.



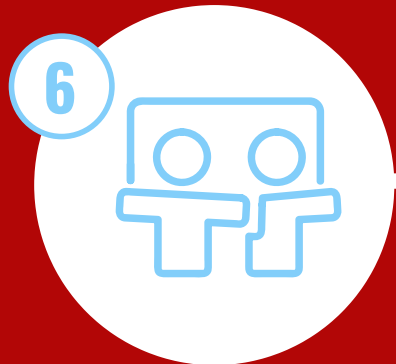
4 write

Write a piece for your local paper or provide comment on the big nationals. Share your ideas on social media. Respond to a consultation. Don't forget to submit your stories to Icon News and the Icon website to reach Icon's established audiences!



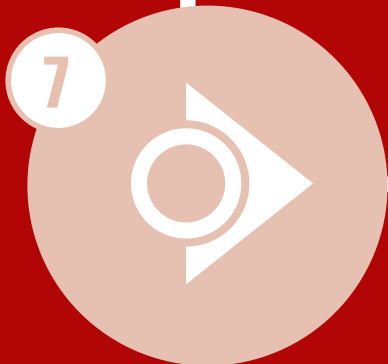
5 speak

Talk about your career journey at schools and universities to inspire the next generation of conservators. Share your work with allied professions at a conference. Give evidence to a select committee or speak up at a town meeting or hearing. Tell your friends about the treasures you get to work on daily!



6 engage

Request a meeting with your MP or local councillor. Host a site visit for government leaders and officials - there's nothing like the power of conservation in action to captivate an audience! Join the Policy Advisory Panel to shape Icon's policy positions.



7 lead

Run for a government office or position. Become a trustee or join a committee to keep conservation on other organisations' agendas. Set up a program in your community or workplace. Start a petition or fundraise for a cause.

Have an idea for an advocacy but don't know where to begin? Contact Icon and let's see how we can deliver change together.

