



Advocate for Your WBC & Clients: Guide

Scenario: The following assignment will explore the ways you can advocate for your Women's Business Center and build a pathway towards state funding.

Instructions: Review your WBC's advocacy work and how your WBC advocates for women entrepreneurs. The questions below are provided to help guide you as you explore your centers' history. You may take it further by identifying a champion for your WBC and drafting a letter for them to visit your WBC or a Client you serve.

Your Name:

Your WBC Name:

Advocating for your WBC

1. How does your WBC leverage relationships with local business leaders, elected officials, or community stakeholders to advocate for your center?
2. What advocacy strategies have worked best for your center in terms of securing funding and support from local, state, and national policymakers?
3. Have you developed an impact one-pager for your WBC? If there is more than one WBC in your state, have you developed a statewide impact one-pager?
4. What kind of data or stories have been most effective in demonstrating the impact of your center to stakeholders?
5. How do you collaborate with other advocacy organizations to support women entrepreneurs at a national or regional level?
6. What training or resources do you provide to staff to enhance their ability to engage in advocacy efforts?
7. In what ways do you collaborate with the Association of Women's Business Centers (AWBC) to strengthen your advocacy efforts? (Hill Visits in Washington, D.C., the A.C.E. program, Muster Campaigns, Prism Group updates, serving on Advocacy Committee, etc.)



8. How involved are other staff members in the advocacy process at your center? Are there specific roles or responsibilities for staff in local, state, or federal advocacy?
9. Do you have any specific success stories where your advocacy efforts led to significant changes or increased support for your center at the local, state, or federal levels?

Advocating for your Clients

1. Do you provide opportunities for women entrepreneurs to engage directly with policymakers or participate in advocacy events?
2. What are the biggest barriers women entrepreneurs in your region face when accessing capital, resources, or training?
3. What changes in legislation or policy would most significantly impact women entrepreneurs in your area?
4. Do you provide any mentorship or coaching on how to engage with policymakers, potential investors, or media for business advocacy?
5. How do you amplify the voices of women entrepreneurs in your region to ensure their challenges and needs are heard?
6. What specific skills or tools do you teach women entrepreneurs to help them advocate for their businesses (e.g., public speaking, networking, pitching)?
7. How do you integrate advocacy skills into your entrepreneur training programs?
8. What resources or tools do you offer entrepreneurs to help them stay informed about legislation or policies that affect their businesses?