



Using Action Alerts

Action alerts are a great tool for mobilizing your grassroots advocates quickly to take action either in support of or against a legislative event. Voices for Healthy Kids enables your state campaign to utilize action alerts to get your advocates to take one of the following actions with their lawmaker:

- *Send an Email*
- *Post on Social Media*
- *Make a Patch-Through Phone Call*

Steps for launching your action alert:

Determine which grassroots advocacy action is best suited for the issue

Write the message that will be delivered by your grassroots activists to their lawmaker

- *Some activists will make modifications to the message you prepare, but oftentimes they will just hit send. Ensure that your message is lawmaker-ready before you send the alert.*

- *Ensure that individual activists send email messages only to their own lawmakers. Lawmakers have systems in place to dispose of non-constituent communication. Discourage activists from spamming the entire State House of Delegates. To deliver an official organization message to a policymaker, a variety of tools are available.*

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- *Voices for Healthy Kids uses an online advocacy platform to enable state and local campaigns to facilitate grassroots engagement with lawmakers. Staff will be able to assist you with setting up your action alert.*

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- *Once Voices for Healthy Kids Action Center publishes your action alert on its site and readies an activation on its platform, you can email your grassroots supporters with a link to the site, where they can take action, and promote the action alert on your social media channels. Encourage your supporters to like and share your social media activation posts.*
- *You will also be able to use Voices for Healthy Kids Action Center's email list.*