

CARE USA's Advocacy Knowledge Map:

Advocacy materials:

1. [Advocacy Home Page](#) on the Village: The Advocacy Page on the Village contains the resources CARE staff need to learn about our advocacy work and support their own advocacy. It contains two public libraries:

- [CARE USA Advocacy Materials](#): This library on the Village includes all external advocacy communication materials such as one-pagers on CARE's advocacy agenda and issue briefs on our advocacy priorities, including:
 - [Food and Nutrition Advocacy Materials](#), including issue briefs, talking points, and Q&A
 - [Gender Empowerment Advocacy Materials](#), , including issue briefs, talking points, and Q&A
 - [Humanitarian Advocacy Materials](#), including issue briefs, talking points, and Q&A
 - [Sexual and Reproductive Health and Rights Materials](#), including issue briefs, talking points, and Q&A
- [Advocacy Resources for Global Advocacy](#): This library includes resources for CARE offices engaging in advocacy, including the :
 - The [CARE International Advocacy Manual](#) in English, French and Spanish
 - [Presentations on Designing an Advocacy Strategy](#) folder which contains multiple presentations on how to design different elements of an advocacy strategy, including advocacy tactics, designing policy asks, messaging, policy analysis, etc
 - [Global Advocacy Resources](#) for CARE USA-led Outcome Areas (FNS, SRHR, and Life free from Violence) including the global advocacy strategy, CARE's policy papers, and additional resources

2. [CARE USA's Power Tools](#): The CARE Power Tools are implementation guides on unique advocacy tactics and tools that helped a CARE office achieve an advocacy success. This new platform promotes south to south learning by featuring the work of CARE offices from the global south, and it is on a public platform so that CARE partners can also access the tools. The Power Tools can be found [HERE](#), and more will be added on an on-going basis. Email Rasha Natour(Rnatour@care.org) to create your own!

3. **CARE Action!** is CARE's sister organization which focuses on advocating for improved U.S. foreign assistance. CARE Action has an external website that contains materials on our advocacy priorities, updates on our issues, and calls to action for advocates, partner organizations, and the general public. All of these materials can be found on the website at www.careaction.org

Social Media Accounts:

- Workplace Advocacy page: <https://care.facebook.com/groups/174202493034896/>
- CARE Action Facebook page: <https://www.facebook.com/careactionnow>
- CARE Action Twitter account: <https://twitter.com/CAREActionNow>

Listservs:

- For updates on US Government advocacy: email Amanda Mathies at Amathies@care.org
- For global advocacy updates, email Omar Garcia at OGarcia@careinternational.org
- For FNS advocacy updates, email Rasha Natour at Rnatour@care.org