

HER IMPACT INITIATIVE

Resource Guides for Women & Allies

Guides to inform, empower, and activate.

Inspired by a conversation with entrepreneur, activist, and princess Lerato Motea

Starting Small in Advocacy — The Power of Achievable First Steps

Advocacy doesn't begin with a movement. It begins with a moment — something that feels wrong, and the decision to say so. Here's how to find that moment and build from it.

“Don't make it too complicated for yourself because then it seems like a task that is too disconnected and you tend to be like, I'm not going to do this because I'm not suited for it. Just look around in your environment.”

The Problem with Unrealistic Goals

When we imagine advocacy, we often picture marches, legislation, and global campaigns. These are real and important — but they are the end of a long chain, not the beginning. Starting with the biggest possible vision of what needs to change is often paralyzing.

The antidote is localization: find the injustice closest to you and start there.

Examples of Small, Achievable Starting Points

- Noticing that a teacher at your school is not given accommodation to bring their child to work — and saying something about it
- Signing up to volunteer one time at a local organization
- Sending a single email to an elected representative about an issue you care about
- Having a conversation with a family member about something you've been silent on
- Sharing a well-sourced article about a cause you care about
- Asking a sanitation worker whether they have the protective equipment they need

The principle: Whatever is achievable and not out of reach — start there. Then grow it from there.

How Small Actions Compound

The history of every significant social movement includes countless small acts that preceded the visible moments. Rosa Parks was not the first person to refuse to give up a seat on a

Montgomery bus — she was part of a deliberate organizing strategy built over years of smaller actions. Your small action is part of that same chain.

“What you're doing right now, you're reaching out to who you have access to and you're making that a starting point of building something. I guarantee you this is going to get way bigger than you think.”

Finding Your Achievable Entry Point

- **In your school or workplace:** Is there a policy or practice that feels unfair? Is there someone being treated differently? Name it in a low-stakes way first.
- **In your community:** Is there a local issue affecting your neighbors? City council meetings, neighborhood associations, and community boards all welcome input.
- **Online:** Use your platform to amplify causes you care about — one thoughtful post a week matters more than silence.
- **With your resources:** Donate to a local organization, even a small amount. Time and skills also count.

The Rule: Don't Ignore a Desire

“Anything is big, especially just not ignoring a desire. So that's what I would say.”

The moment you notice something that feels wrong and feel a pull to do something about it — that is the beginning. The only way to waste it is to ignore it.

Resources

- VolunteerMatch — volunteermatch.org — find local opportunities by issue
- AAUW Two-Minute Activist — aauw.org/act/two-minute-activist
- 5 Calls (5calls.org) — guided scripts for calling elected representatives
- Nextdoor — nextdoor.com — connect with local community issues

This resource guide was developed by the Her Impact Initiative. For more information or to share your story, contact us.