

HOW WE PARTNER WITH ADVOCATES



Advance Maryland's mission is to make advocacy campaigns more effective by amplifying the voices, ideas, and messages of organizations and coalitions that are working for progress, opportunity, and equity in our state. As a strategic partner and digital communications hub, we provide innovative policy and advocacy solutions for the movement to secure a just, inclusive, and sustainable future for all Marylanders.

Our vision is a Maryland with thriving, healthy and inclusive communities where all Marylanders have access to opportunity, including safe and affordable housing; economic prosperity; quality healthcare; reliable transportation; a restorative justice system; and a livable future.

→ **Owned Media Strategy**

Craft strategies for campaigns that will harness the full and integrative power of social media, email, action alerts, and other owned media strategies.

→ **Digital Content Creation & Management**

Produce cohesive, streamlined, and information-rich content targeted to key audiences and manage its dissemination where needed.

→ **Public Policy Consultation & Strategic Planning**

Provide insights and support to those seeking expertise in understanding the policy-making process and what makes for effective, well-implemented public policy and grassroots campaigns.

→ **Coalition and Organization Partnership & Support**

Provide advice to organizations and coalitions on how to use existing tools and resources to best communicate policy ideas. Fill key roles tailored to each coalition's needs, with a focus on facilitation and strategic planning support, and provide direct support to individual organizations.

Our Values

As a partner, Advance Maryland believes we should be "on tap, not on top." We believe in building power to enable wins on the various issues communities most care about, over time, and redistributing that power to communities most impacted by issues. That includes participating in and promoting community-informed policymaking, and leveraging access to decision-makers in a way that transfers power to communities. We are always looking for ways to embody cooperative models rather than competitive models of collaboration.