

# NATIONAL COUNCIL *of* YOUNG LEADERS



## ADVOCACY PRINCIPLES

The following set of attitudes and principles have made Opportunity Youth United's approach to community organizing effective thus far.

- + We organize people on the basis of vision, caring, and responsibility, not on the basis of anger.**
- + We motivate people toward the common good, not for self interest.**
- + We encourage people to propose solutions, not just to protest wrongs.**
- + Our objective is to win, not just to be morally right.**
- + Our approach is to consistently persuade and win over additional allies, never to identify so-called "enemies" or to attack or embarrass the opposition.**
- + Our advocacy work includes people who benefit from our Recommendations, such as youth in low income communities in the forefront of speaking and lobbying as well as participating in planning and policy making.**
- + We organize for broad diversity, bringing as many relevant perspectives into the thinking as possible.**

The result has been that we have produced no enemies and we have attracted extremely responsible people who are able to sustain their energy over time toward broad goals.

