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**Advocacy Awareness Week 2025**

Letter template to contact local partners and stakeholders

* Adapt and personalise these words to ask your local partner organisations to support Advocacy Awareness Week.
* Use your organisation’s headed letter template and save as a PDF to email it.
* You can send this to your local safeguarding team, social work teams, Healthwatch, NHSE trust, Self advocacy groups, etc

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Dear <<insert surname of person or organisation>>

**Advocacy Awareness Week 2025**

I’m asking you to support Advocacy Awareness Week, which runs from 13-17 October.

It’s an annual campaign that brings the advocacy sector and our allies together to raise awareness and celebrate the power and impact of independent advocacy.

Each year has a theme and this year we are focusing on the impact of advocacy. During the week we’ll be sharing a range of stories about how individuals and their families have changed their lives through the power of advocacy.

Independent advocacy is a powerful mechanism of support that enables people to say what they want, secure their rights, pursue their interests and get the services they need. It’s an essential component of local services and support for people who are at risk of exclusion.

Advocates do so much to enable people to navigate the system and be listened to. Yet we hear all the time from people, families and advocates that it’s not known about and understood enough.

Insert short paragraph about your organisation.

Advocacy Awareness Week is led and facilitated by the [National Development Team for Inclusion (NDTi)](https://www.ndti.org.uk/change-and-development/advocacy). Together we’re working together to try and help people understand more about their rights and have a voice.

**How to get involved**

Please follow us and NDTi on social media and share posts during the week. Use the hashtags #AAW25, #AdvocacyWorks and #SelfAdvocacyWorks. Our social media handles are at the bottom of this letter.

When talking to people who may be at risk of exclusion, tell them about advocacy and the support they can access. Find out more about local support on our website. <<insert your website address here>>

Arrange a visit to meet us and some of our advocates to find out more. Contact <<insert details>>.

Kind regards

<<Insert your name and details>>

**More information about NDTi**

NDTi is an independent, not for profit organisation that has worked alongside people, communities, policy makers, support organisations and services for over 30 years. Their programmes cover all life stages and include research, evaluation, coproduction and organisational change.

The advocacy team at NDTi works to ensure that the voices of older people and disabled people are central to the decision making about the support they receive. The organisation is also responsible for the delivery of the advocacy quality performance mark alongside an outcomes framework.  [Find out more about NDTi.](https://www.ndti.org.uk/)

NDTI social media handles: [LinkedIn](https://www.linkedin.com/company/ndti/), [Facebook](https://www.facebook.com/ndti.org.uk), [BlueSky](https://bsky.app/profile/ndtihello.bsky.social)

**More information about <<name of organisation>>**

Use this space to add anything you want to say but didn’t include in your short intro paragraph. Also use this space to add your social media handles.