

Advocacy 101!

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Basic Strategies

- Communicate!
- Build relationships **over time**
- Know your allies
- Opposition, not enemies
- Work in coalition
- Lobbying vs. Advocacy

Your Elected Officials

- Federal - President, Congress (House of Representatives, Senate)
- State - Governor, Legislature (State House of Representatives, State Senate)
- Counties, Cities, Towns, Villages - Mayors, City Councils, Planning/Zoning Boards

Who Represents Me?

leg.state.mn.us

house.gov

senate.gov

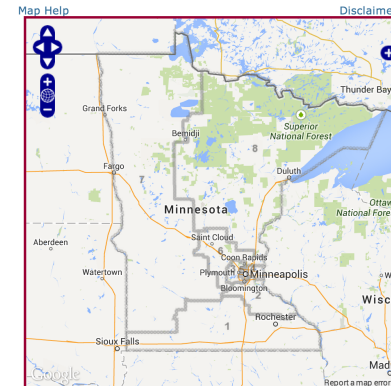


Who Represents Me

Enter Address, City, State and Zipcode:

Choose A Search Method:

1. Type a complete Minnesota address including city, state and zip code.
2. Single click the map to select a search location. Please note the 'Map Help' and 'Disclaimer' links above the map.



Know your officials

Develop a cheat sheet

- Party
- Personal Interests (hobbies, schools attended)
- Legislative Interests (what committees they serve on, what bills they're working on)

Civics 101

Not as scary as it seems

1. Introduce the Bill
2. Goes to Committee(s)
3. Floor vote
4. Conference Committee

How to Communicate

Most effective (in order):

- Face to face meeting
- Phone conversation
- Personalized letter
- Personalized email
- Phone message
- Personalized tweet or social media
- Petitions, postcards, just-click emails, etc.

Information to use

Most effective:

- Information for how the policy would impact the official's district
- Constituents' reasons for supporting (or not) the policy
- Personal stories

Tips for meeting

Four keys:

- Be prepared
- Be respectful
- Stay on topic
- Leave behind a written summary

Dos and Don'ts

Do get to the topic

Don't let small talk eat away your time

Do bring your personal story

Do bring fresh, credible information

Don't threaten electoral consequences

Do ask for support of your position

Don't burn bridges

The BIG Picture

- Educating your legislators helps shape policy
- Local actions impact national decisions
- Consider your organization's role in affecting the issue
- Stay active! Communicate!

Let's Practice!