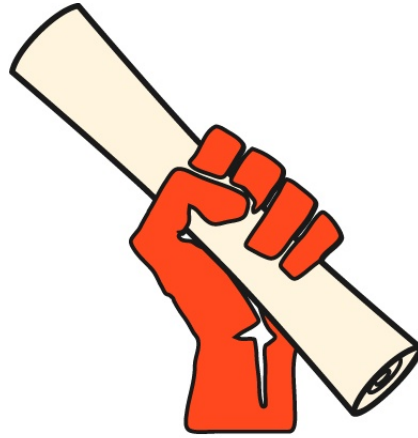


ADVOCACY 101



STUDENTIMPACT

YOUNGINVINCIBLES

 **YOUNGINVINCIBLES**

Advocacy is: The act of attempting to influence a politician or public official.

- The majority of advocacy is comprised of educating lawmakers about an issue that we care about.
- We do this by:
 - Briefing the lawmaker and their staff
 - Providing lawmakers with facts, trends, and data
 - Sharing our personal stories
 - Making an ask
 - Keeping lawmakers updated with new information

CONSTITUENTS MATTER!

- *The most powerful advocacy tool is... YOU!*
- State Representatives care when their [constituents](#) care.
- Show State Reps that you and your families care.

We can do this by:

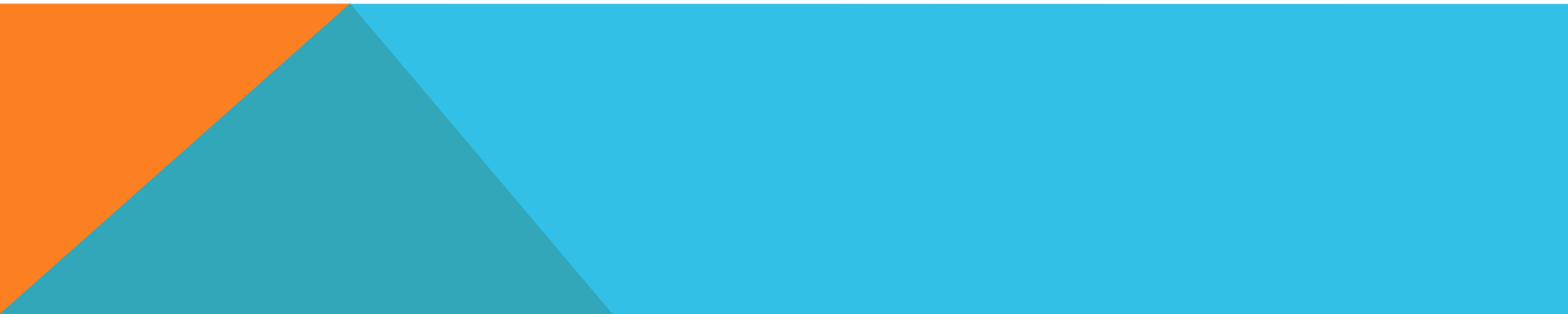
- Constituent visits – sharing your personal story
- Phone calls to the office
- Petitions



KNOW YOUR AUDIENCE

Familiarize yourself with your State Representative

- Past votes they have taken
- Do some online research
- What committees are they on?




KNOW YOUR AUDIENCE

Types of members:


1. **Champions** – co-sponsors, leaders
 - Thank them!
 - Ask how you can help
2. **Supporters** – agree
 - Ask them to take a leadership role
3. **Opponents** – disagree
 - Ask them why?
 - Thank them
4. **Undecided**
 - Persuade, talk about why this is important to you personally
 - Follow up with answers to questions

GENERAL TIPS

- Advocate as a group
 - Schedule visits with your Senator or Delegate before they head to the Capital.
 - Monitor the work of legislative commission that meet during the interim sessions
 - Schedule visits to capital with like-minded individuals when the legislature is in session.
 - Communicate with money committee staff.
- 

MEETING ROLES

Once you have your group, decide what roles each of you will play:

- **Facilitator** – manage the course of the meeting, deliver the core message, make a hard ask. This person helps keep the meeting moving along.
 - **Storytellers** – EVERYONE can provide personal stories.
 - **Note-taker** – one person should thoroughly document the meeting, especially the commitments of the person you're meeting with. Be sure to take down any follow-up requests.
- 

YOUR ADVOCACY TOOLS

If you live in their district:

- Report Cards, data trends
- Petitions
- Op-eds
- Framing the issue in your own words

If you don't live in the district:

- Give the elected official numbers
 - Ex: “Over six hundred students in your district signed a petition saying they want more state investment in higher ed
 - Showing the elected official press coverage on the issue
- Giving the elected official polling data on the issue

ALWAYS HAVE AN ASK!

It is always a good idea to have an ask prepared beforehand.

- Ex: “Delegate,_____, I’m urging you to keep students’ in mind. We need you to invest in state support for public higher education. Can we count on your support to increase state appropriations?”
- Ex: “Representative _____, we’re counting on you to keep college affordable in our state. . Can we count on your vote to expand state financial aid programs?”

Sometimes, it is helpful to prepare a few different asks.



GO IN WITH INFORMATION AND LEAVE IT BEHIND

Prepare facts, data, and other information in a presentable format

- We refer to this as “a leave behind”
- Contact and follow up information

Leave report cards behind with your State Rep. and their staff.



FOLLOW UP

1. You can follow up with a short note thanking them for taking the time to meet with you.
2. Follow up with any information you said you'd send.
3. Follow up with any information you think would be helpful to them.
4. Make sure to turn in your meeting notes!



REPORT BACK!

- You'll be asked to fill out a feedback form so that we know how your day went and what we need to send as we follow up with these offices.
- Please be sure to fill out and turn in the form!
- This fight will keep going, the information you gain the this meeting will be key for upcoming votes. Please take good notes!

