

Bringing it All Together Getting Your Message Heard

Dr. Amy Thompson
Associate Professor
The University of Toledo
National President Eta Sigma Gamma

A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, light blue, white) extending from the right side of the slide towards the center.

Effective advocacy requires...

- Reasoned passion
- Knowledge of politics
- Knowledge of the practice of advocacy

Effective advocacy requires...

- Knowledge of the issue
- Skill in advocating on your issue
- Keen sense of timing
- Perseverance

Effective Advocacy Meeting Steps

1. Do your homework on the legislator and the issue. Have no more than 5 talking points. Always have materials to leave behind.
2. Make an appointment and arrive early.
3. Dress professionally.
4. Introduce yourself to staff member and remind them why you are here.
5. Decide ahead of time who is going to say what. Remember most meetings are only 15 minutes.

Effective Advocacy Meeting Steps

6. Clearly state to the legislator/staffer why you have requested a meeting. If applicable, let them know you are a voting constituent.

7. Provide an overview of the legislation-quick summary.

8. Present information in support or opposition of the legislation. Try to use examples and make it personal.

Effective Advocacy Meeting Steps

9. Deliver “THE ASK”. Be specific and clear.

10. Reiterate briefly why this legislation is important.

11. Thank them for their time and leave any materials. Make sure you leave your contact information.

12. Follow-up.

Role Play....



Process.....

- During the role play... what was done well?
- What could have been better?
- What could have been done differently?

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Tips For Meeting With Policy MAKERS

- ▶ KISS
- ▶ Have your facts straight.
- ▶ Be on time, polite, and patient.
- ▶ Be a resource.
- ▶ Continue relationship with policy makers.
- ▶ Provide opportunities for positive publicity.

Questions.....



Measuring the Success of Advocacy

- ▶ Just because a topic disappears from the radar doesn't mean it's a failure.
- ▶ Success can be measure without achieving the goal.
- ▶ Capacity and awareness building.
- ▶ Stages of Change
- ▶ Training and empowering of future advocates.
- ▶ Changes in social norming.
- ▶ Logging contacts with policy makers (process).

Final Thought.....

“Our lives begin to end the day we become silent about things that matter.”

-Martin Luther King, Jr.