



ADVOCACY Training

CCUSA Social Policy Team

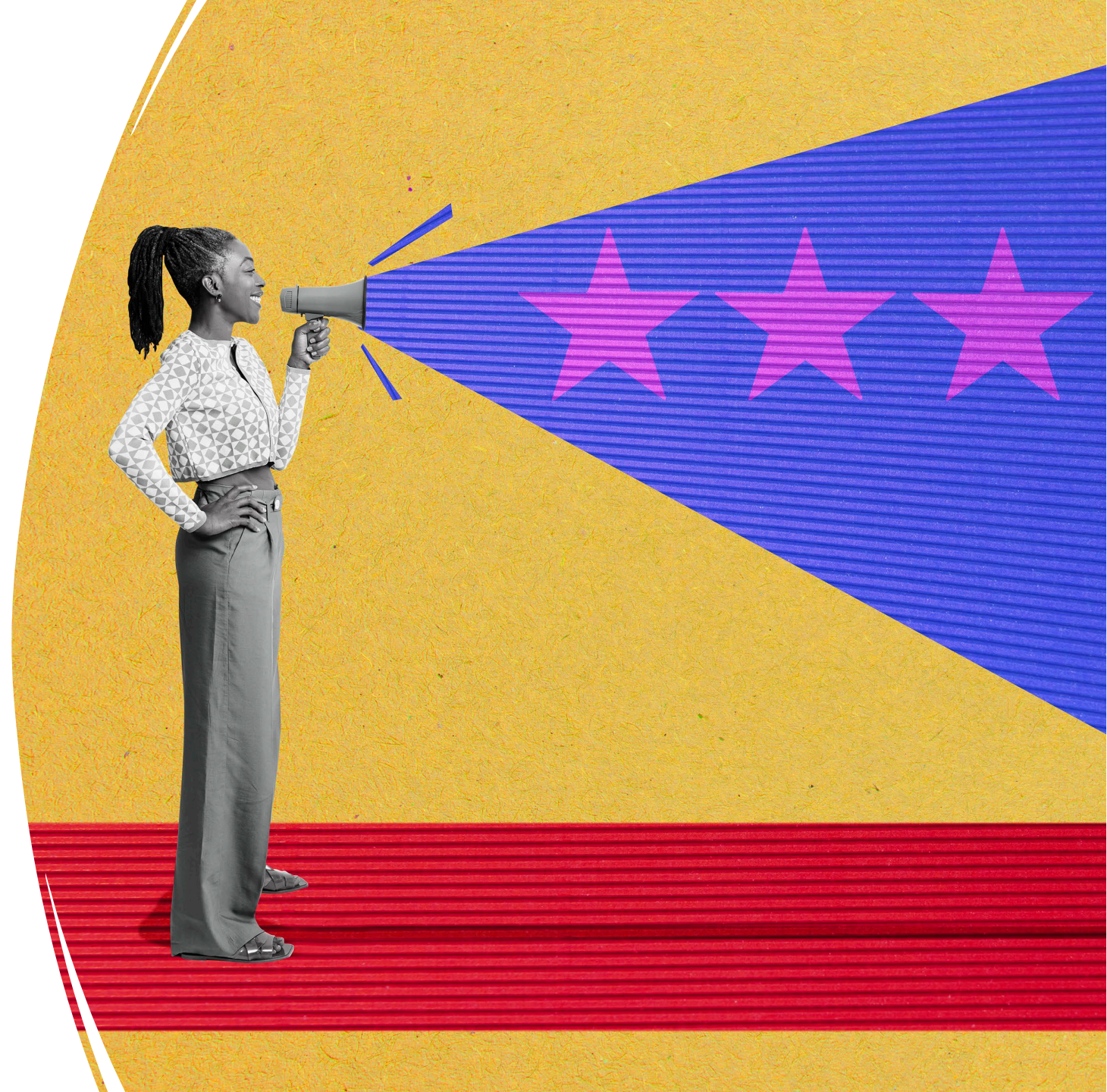
Agenda

- Overview of Federal Legislative Process
- Legislative/Administrative Advocacy
- Advocacy: Nuts and Bolts
- How you can get involved



Defining Advocacy

Advocacy is the **active support** and promotion of a cause, idea, or group of individuals to bring about positive change or address a particular issue. It involves speaking up, **taking action**, and working towards advancing the rights, needs, and interests of **others who may not have the same opportunities** or resources to advocate for themselves.



Schoolhouse Rock: How a Bill Becomes a Law



Basics of the Legislative Process





Administrative Advocacy

Involves efforts to influence the development, implementation, and enforcement of regulations by government agencies.

EXAMPLES

- Writing regulatory comments
- Engagement with regulators

Committee Power



Budget

- Receive president's budget request
- Set spending limits



Appropriations

- Produce bills that allocate funding



Authorizing

- Bills being brought up for vote
- Hearings, studies, and reports



Advocacy

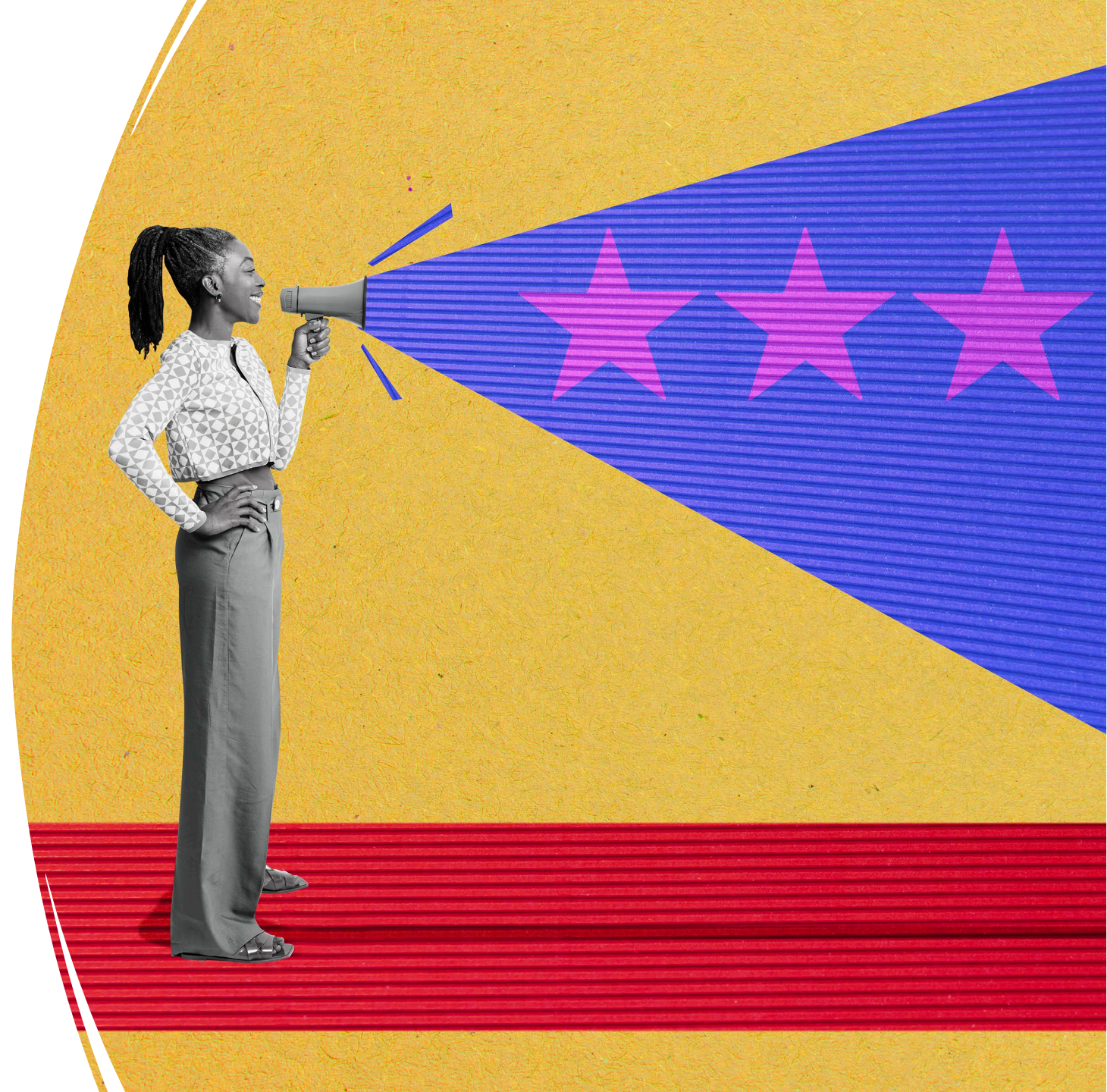
Varying levels of advocacy

What kind of time and resources do I need to devote to advocacy?

Activities range from making one phone call to implementing a long-range plan

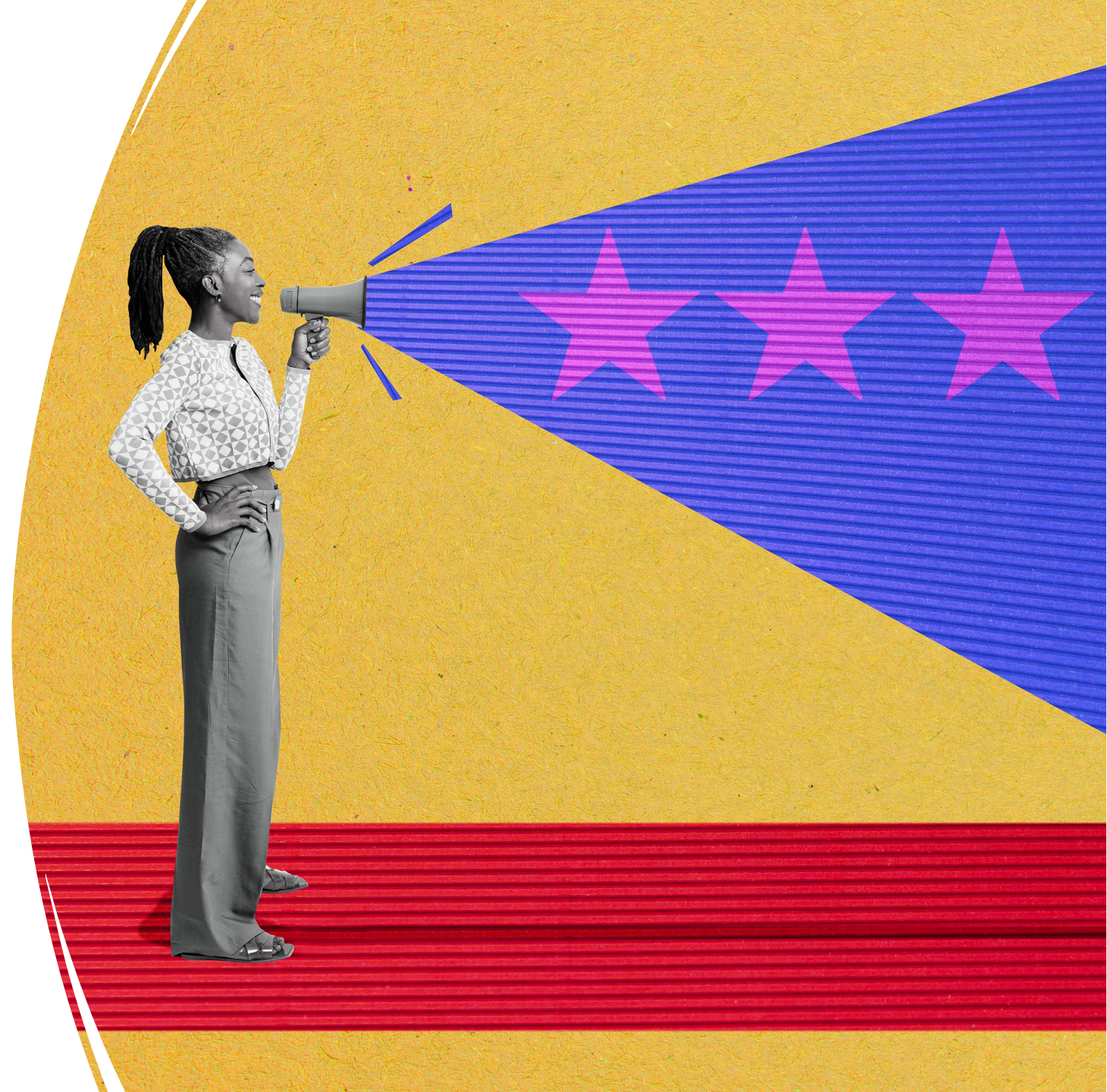
Think about how what you are already doing is advocacy

Even a **small** effort can make a **big** difference



Your Role in Advocacy

- **Line Staff as Advocates**
 - expert eyes and ears
- **Managers as Advocates**
 - analyze and plan
- **Executives as Advocates**
 - empower
- **Board Members as Advocates**
 - Affirm Mission and Network



Advocacy Strategy

Step 1: Convene Team: Discern where to direct your advocacy efforts (community needs, issues of concern)

Step 2: Consider/decide how team members will participate (direct advocacy, support, research)

Step 3: Tap existing resources (staff expertise, important contacts, volunteers)

Step 4: Decide how to act: Call for a new law, change an existing law, go to the courts



Step 5: Know what's been done before: How has the issue been handled, who supported it, who opposed it?



Step 6: Identify your goals: What's your vision?

Step 7: Create plan of action





Relationships with Elected Officials

Effective Ways to Communicate With Legislators.

- Personal Visits/town hall forums
- Be Brief. A legislator's time is limited. ...
- Be Appreciative. Acknowledge past support and convey thanks for current action.
- Be Specific.
- Be Informative. ...

POLITICS

Current Realities

- Make of Congress
- Church Politics

Political Landscape

- Impact of a divided government

Election 2024 Outcome

- Forecast (Democrat or Republican)

New Administration/Congress

- Member meetings
- Federal Agency
- Committee Leadership



Advocacy in Action



Email



**Calls and
Text**



**Public
Forums**



Letters



**Social
Media**



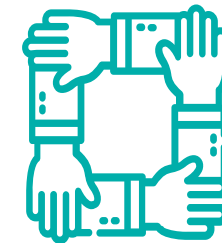
**Office
Visits**



Media



Site Visits






Coalitions

Framing the Issue

A crucial step in shaping perception

Structure

- What is the problem?
 - Data 
- Why it matters?
 - Storytelling 
- What should they do about it?
 - Call to Action 



Thank you!

Questions?



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