



# 10 STRATEGIES FOR EFFECTIVE ADVOCACY

Legislative Affairs Department  
Broward County Public Schools



# ad·vo·ca·cy

*noun* \ 'ad-və-kə-sē\ : the act or process of supporting a cause or proposal : the act or process of advocating something



# To be effective you need a: STRATEGY

*Legislative advocacy and lobbying in general requires strong relationships, background information and time. It might take 2 or 3 legislative sessions to get traction on an issue.*

- ❑ **Craft a strategy for success by deciding what you want to accomplish** (Policy Change, Awareness etc).



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HOMEWORK

To be effective you need:

# RESEARCH

*Research is an important component in lobbying. Knowing your own information and potential arguments is essential if you are going to move policy.*

- ❑ **Do your homework to figure out:**
  - Is their legislation on your issue?
  - Which legislators do you need to contact?
  - Have lawmakers taken a stance on your issue?

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APPOINTMENT



To be effective you need a:

# Face to Face APPOINTMENT

*Post-session survey results with legislative staff show that the most effective way to move your issue is through an in person visit or meeting. 2<sup>nd</sup> on that list is an individualized email and ranking at the bottom of the list are protests, form emails, form postal letters and robo calls.*

- Call ahead and early to schedule a meeting with legislators or their policy staff members.

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## CREATE 1 PAGER



To be effective you need a:

# 1 Pager

*Put down important facts that you are discussing in writing. This will help the legislators or more than likely their staff, reference the data you discussed to create background data or to draft legislation.*

- ❑ **Create a one page fact sheet on your issue for legislators and their staff to reference.**
  - Make sure to include important data points, possible solutions or alternatives and your contact information.



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NEVER BE LATE

# To be effective you need: TO BE ON TIME

*During Session, Legislators are running between discussions in committee meetings, votes on the floor, meetings with staff and constituent meetings. Be respectful to the time allocated to you and be on time.*

- Never Be Late.
- Be Flexible If The Legislators Needs To Cancel/Reschedule.



To be effective you remember:

# ALL POLITICS IS LOCAL

*Lawmakers are elected by their communities to be in their current seats and before long they will have to run again. Bring information and have a dialogue about how the issues impact their local community.*

- Have a dialogue about your community instead of a national or international angle.**



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BUILD RELATONSHIPS

To be effective you need to:

# BUILD RELATIONSHIPS

*In lobbying, relationships are everything..*

- ❑ *Find common interests and get to know legislators and their staff.*

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STAY ON MESSAGE

# To be effective you need to: STAY ON MESSAGE

*It is very easy to go off on a tangent during conversations. Remember that legislators have tight schedules and when time is up, the meeting will be over.*

- Stay on message and to get to your point



# To be effective you need to:

## BE PERSONAL

*Be friendly and polite. This tip will help you build relationships and open conversations.*

- Be Personal
- Find common interests



To be effective:

# DON'T FORGET STAFF MEMBERS

*Legislative staff are the boots on the ground, the eyes and ears of their legislators. Many staff members draft legislation, prepare speeches and prep law makers for votes and yet their often overlooked.*

- Develop relationships with Legislative Staff**
- Send staff members thank you notes**
- Schedule meetings with staff members**



# CONTACT US



Broward County Public Schools

## Legislative Affairs

[www.browardschools.com/legislativeinfo](http://www.browardschools.com/legislativeinfo)



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