

# Advocacy Training Tips and Role Play Activities



## Ways to Advocate

- Writing a letter
- Calling your legislator
- Presenting at a Town Hall meeting or to another large group
- **Having a meeting with the office of your elected official**



## Basics of the Meeting

- Be Prepared
  - Have 2-3 key messages: and stay on message!
  - Know your audience: with whom are you meeting?
  - Know your facts: you are the expert!



## The Message

- **The message must be:**
  - Simple ... so it can be understood
  - Repeated ... to convey its importance
  - Comfortable for you ... make sure it is in your words
- **To stay on message:**
  - Make your points, don't wait for the "right" question
  - Conclude first. State your main point first, then offer supporting arguments and statements
- **Enhance your message:**
  - Be concise. Use anecdotes. Avoid jargon/difficult concepts.



# Two Approaches to Grassroots Communication

## Formal Argument

- Logical Connection
- Indexing power

## Personal Story

- Emotional connection
- Anecdotal power



# The Parts of a Legislative Meeting

- **Hook:** Introductions
- **Line:** Local stories, statistics, talking points
- **Sinker:** The requests

***STAY ON MESSAGE TO MAKE A DIFFERENCE!***



## Caution!

- Don't go off message.
- Turn off your cell phones in any legislative offices.
- Don't waste valuable time getting chairs, water, etc.
- Don't attempt to answer questions you do not know the answers to.
- Don't make any jokes related to security.
- Never be rude, impatient, sarcastic or accusatory. (Don't excessively gush either)



## Caution!

- Don't lose track of time. (Keep the meeting brief).
- Stop discussing the issue if you get a "yes."
- Never disparage a meeting with staff and do not waste the opportunity.
- Don't "blow off" any scheduled meeting.
- Don't forget to thank them and follow-up.

