

ADVOCACY 101

DO YOUR HOMEWORK: GET TO KNOW YOUR LEGISLATOR

- Check their social media, official biography, and Google them!
- Know what's important to them and how your issue can connect

LEARN YOUR ISSUE

- Why is this important?
- Who is affected?
- What solutions do you want to see?

MAKING THE ASK: HOOK, LINE, AND SINKER

- Hook: Introduction
 - Name of yourself and your organization
 - Location
 - Role
- Line
 - Give the issue a personal touch-
 - why does it matter to you?
- Sinker: The Ask
 - Ask the legislator directly if they will support specific pieces of legislation or causes

ADVOCACY DOs:

- Hook, line, and sinker model
- Practice!
- Keep it local
- Keep it nonpartisan
- Invite them to visit your organization
- Be confident!
- Send thank you note reinforcing your requests

ADVOCACY DON'Ts:

- Discuss political campaigns, contributions, or events
- Wear political logos or have political signs in the background if meeting virtually
- Discuss issues not related to your meeting

