



Advocacy Training 201 Webinar

Open this link and allow the YouTube video to load in another window.

<http://www.youtube.com/watch?v=zITllccQg0>

We will direct you to watch the video later in the webinar.

August, 8 2011 Washington, DC

Please also dial in to 1-866-740-1260

Access Code: 3355141

Sustainable Communities Network

A listserve for state and local government officials, business leaders, nonprofit professionals, and others to:

- Ask questions
- Trade ideas
- Learn best practices
- Hear about federal initiatives and upcoming events, webinars, and conferences surrounding the federal Partnership for Sustainable Communities

www.smartgrowthamerica.org/partnership

Get Involved

For more information or for assistance with scheduling in-district meetings contact:

Melissa Schreiber-Stahl

mschreiberstahl@smartgrowthamerica.org

202-207-3355 x121



Smart Growth America

Making Neighborhoods Great Together

1. Advocacy 101 Recap...

2. Best Practices of Advocacy and Messaging

3. Interactive Video of Mock Congressional Meeting

4. Q&A

Advocacy 101 Recap: Your Voice Matters!

Public policy makers will listen to you because:

- You are a constituent from their district, who VOTES!
- You are a trusted source based on professional background, community status or personal knowledge.
- You are representative of a group they want support from.

Advocacy 101 Recap: ABC's of a Successful Meeting

1. Know your audience of policy makers
2. Setup a meeting with Member in District
3. Bring the Right Messenger and Message
4. Always Follow-up

Advocacy 101 Recap: ABC's of a Successful Meeting

Know your audience of policy makers:

Policy makers can fall into several categories about your issues:

- Champions – They will lead with you for your cause.
- Allies: They are always with you, but may not lead.
- Mild opponents: They will oppose you most of the time.
- Hard Core Opponents: They will lead/champion the opposition.
- Persuables/Moderates: These are key targets for persuasion.
- Expect disagreements and controversy. Be patient, direct without being argumentative. Be persistent with stories, data, and new information.

Advocacy 101 Recap: ABC's of a Successful Meeting

Setup your meeting:

- 1. Find the name of the office scheduler.**
- 2. Fax or email a request to the scheduler.**
- 3. Follow up and Be persistent.**
- 4. Thank the scheduler for time and effort.**

Advocacy 101 Recap: ABC's of a Successful Meeting

How to Conduct the Meeting:

- **Be On Time.** Be respectful of the Member's (and staff's) time and arrive on time.
- **Bring the "Right Messengers".** Prior to the meeting, you should agree on what points will be made and which one each of you will discuss.
- **Be clear about the message.** Be sure to introduce yourself and your colleagues and explain why you are concerned about the issue and your expertise. Be concise, polite and professional.

Advocacy 101 Recap: ABC's of a Successful Meeting

Must Follow-up:

- **Saying “Thank You”**. Don't underestimate the power of an authentic “thank you.” Always thank the legislator for their service, but remind them you will also stay in touch. And be sure to thank your legislator when they do agree or vote as you urged. Remember our legislators are people too.
- **Sending Additional Materials**. Leave behind a business card and one or more fact sheets summarizing your position. (See SGA's website for resources.) Offer your time and assistance if s/he wants to talk about your areas of interest and expertise in the future.
- **Report Back to SGA and Monitor Progress**. Work with the SGA's Government Affairs and Outreach staff to monitor legislative activity and continue advocacy on behalf the Partnership, while at the same time keeping track of the issue and make sure that you monitor your legislator's actions



Smart Growth America

Making Neighborhoods Great Together

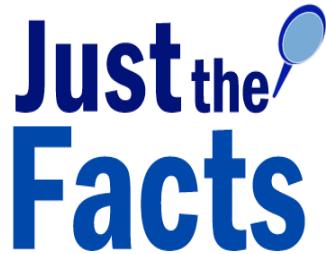
1. Advocacy 101 Recap...

2. Best Practices of Advocacy and Messaging

3. Interactive Video of Mock Congressional Meeting

4. Q&A

Best Practices of Advocacy and Messaging



Be credible. Make sure you're well brief and backed by the data, evidence and personal stories to support your position.



Be clear about the message. Make each message simple and direct. Be precise and typically cover only one topic in each message, letter, email, call or fax or visit.



Build alliances. Align your organization with others who support your issues. Join committees and coalitions who are already lobbying in areas that affect the community you serve – there is power in numbers.

TOP 5 MESSAGES for the Partnership

- 1** Saves billions in public infrastructure costs
- 2** Attracts businesses and reduces unemployment
- 3** Reduces families' household expenses and support local jobs
- 4** Provides capacity to support local economic development
- 5** Total Funding Represents Only .01% of Total Spending

Best Practices of Advocacy and Messaging

Insider's Tips:

- **Create Specialize One Pager.** For more Information, visit SGA's website: <http://www.smartgrowthamerica.org/partnership/resources>
- **Plan Site Visit.** Invite Members of Congress and their staff to visit potential sites and/or participate in key stakeholder meetings. This is create a sense of ownership of the Partnership.
- **Organize Local Support.** Get to know your elected officials and the heads of the government agencies that affect your community, they can supply you with valuable information if they know you are on their side.



Smart Growth America

Making Neighborhoods Great Together

1. Advocacy 101 Recap...

2. Best Practices of Advocacy and Messaging

3. Interactive Mock Congressional Meeting

4. Q&A



Smart Growth America

Making Neighborhoods Great Together

Please play the YouTube video now:

<http://www.youtube.com/watch?v=zITIIIccQg0>



Smart Growth America

Making Neighborhoods Great Together

1. Advocacy 101 Recap...
2. Best Practices of Advocacy and Messaging
3. Interactive Mock Congressional Meeting
- 4. Q&A**



Smart Growth America

Making Neighborhoods Great Together

Questions??

Get Involved

For more information or for assistance with scheduling in-district meetings contact:

Melissa Schreiber-Stahl

mschreiberstahl@smartgrowthamerica.org

202-207-3355 x121

Access the Partnership Advocacy Toolkit here:

<http://www.smartgrowthamerica.org/partnership-advocacy-toolkit>