

— for —

EFFECTIVE ADVOCACY

know your...

Who

Target your efforts towards the policymaker that works most directly with your area of interest.

Learn:

- Their background
- Their interests
- Recent works
- Election time

Know:

Their authority – which issues do they have control over?

Know:

Their party – understand their basic political principles to understand where they're coming from.

Know:

The policymaking cycle and when you can have the most impact.

When

Know:

When they're "in-session" – they may have a job outside of being a policymaker.

How

- Request a meeting
- Attend their events
- Invite them to a site visit
- Attend a hearing they preside over

Delivery Method:

In person is always best!

Content:

- Make it clear and concise!
- Avoid jargon
- Combine data and personal stories
- Have an ask
- Be a resource
- Follow-up

Emailing:

- Are you a constituent?
- Avoid form emails
- Copy their staff/aides on the email

By phone:

- Request a return call or email

Social Media:

- Tag them in your posts
- Include extra photos/videos

