

ID Action Advocacy University Message Development 101

- ✓ Learn how to develop an effective message
- ✓ Find your own personal delivery style
- ✓ Tailor your message to fit the audience
- ✓ Apply these techniques
- ✓ Become an effective advocate!

Starting Off Right!

Step 1
Identify
Your Issue.

Step 2
Who Has
Jurisdiction?

Step 3
Know Your
Audience.

Preparing Your Message.

1. Define the Problem.

- Put in real terms
- Get down to sound bites
- Personalize it.
- Practice explaining it.

2. Identify the Solution.

- What needs to happen?
- May be more than one.
- Practice explaining it.
- Get a question ready for your legislator.

Preparing Your Message.

3. Research Your Issue.

- Put together a fact sheet.
- Develop 3-5 persuasive reasons to support your solution.
- Why is it important for legislator's district?
- Speak in sound bites - and practice your delivery.

4. Research Your Legislator.

- What is your legislator's occupation, background?
- Look for personal connections.
- Find ways to tailor your message to legislator interests.
- Committee assignments show areas of interest.
- Does s/he have the power to change this?

Delivering Your Message

1. Introduce yourself.
2. Briefly identify your issue.
3. Put the issue into context - tell a story.
4. Ask for something!
5. Answer & ask questions
6. Ask for your legislator's position.
7. Listen carefully.
8. Thank them for their time and consideration.
9. Follow-Up!

Be "PC" in your Advocacy!

1. Polite.
2. Persistent, but Patient.
3. Positive.
4. Passionate.
5. Persuasive.
6. Prepared.
7. Personalize!
8. Courteous.
9. Concise.
10. Clear.
11. Credible.
12. Consistent.
13. Compromise.

Tips on Your Meeting

1. Call for an appointment.
2. Be organized.
3. If you are going as a group, have a pre-meeting.
4. Always be a good listener.
5. Be on time, and don't overstay your welcome.
6. Don't let the legislator evade the issue.
7. Don't be awed.
8. Leave a fact sheet.
9. Thank them.
10. Support those who support you.
11. Remember, it is not personal.
12. Don't give up - or give in!

Advice, Advice, Advice!

There is no one way to lobby.

Start with what makes you comfortable.

As you advance - challenge yourself!

No one else will do it for you.

It is your right & responsibility.

Opportunities to Move Forward

Easy Starts!

1. Go home and call your State Senator and your State Representative.
2. Right before session starts, call them again!
3. Start talking to your friends, neighbors and others to build support!
4. Don't forget the Caucuses!!!