

Advocacy

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Advocacy

Defined: public support for or recommendation of a particular cause or policy

Why advocacy?

- Builds relationships
- Helps elected officials understand an issue
- Advances your cause
- May lead to new partnerships and alliances

Ways to Advocate

- In person meetings
 - In district offices
 - In capitol
 - Or at networking events



Ways to Advocate

- Events and presentations
 - In district offices
 - In capitol
 - Volunteer work days
 - Special events hosted by your group at your home base or in capitol
- Social media



Ways to Advocate

- Sharing information
 - Letter writing
 - Phone calls
 - Letters to the editor/
news articles
 - Fact sheets/special
reports



Advocacy 101

- Legislators are people, first and foremost
- Legislators are overwhelmed by information
- Many people are vying for a legislators attention
- Legislators often only hear from constituents when the do something “wrong.”



Advocacy = Relationships

- Get to know your legislators—careers, interests, staff, etc
- Introduce yourself to legislators
- Thank legislators for what they do ‘right’
- Invite legislators to events or volunteer days when appropriate
- Be factual in communications



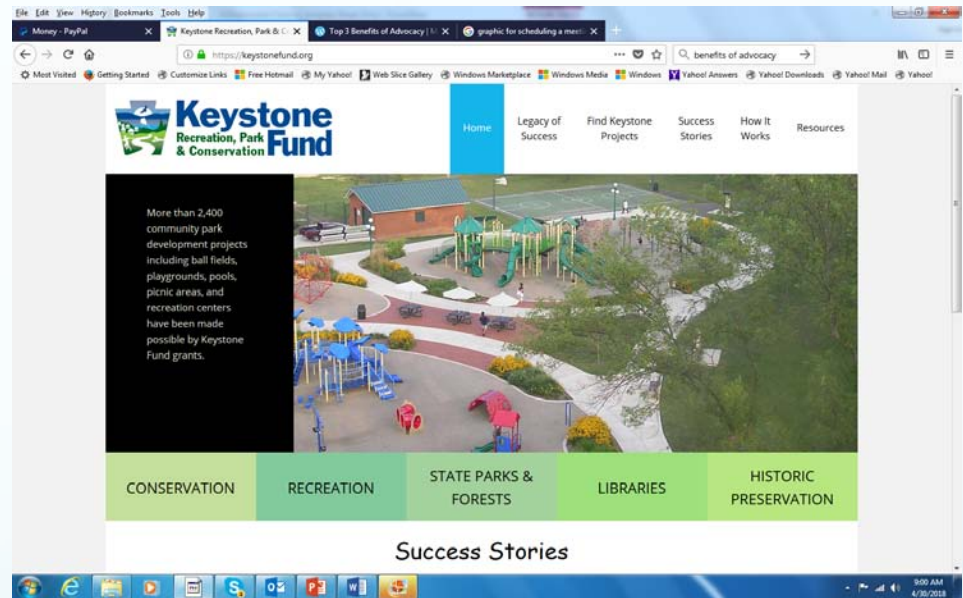
Getting a Meeting

- Call scheduling secretary in advance
- Be clear on what you would like to discuss
- State how many people will be with you—too many not recommended
- Remind them that you are a constituent
- Thank scheduling secretary and confirm time/date



Preparing for a Meeting

- Fact-based handouts to leave behind
- Business cards
- Know where you are going and plan to arrive a few minutes early
- Plan to wait once you arrive
- Pack a smile



At the Meeting

- Dress professionally
- Start on a positive note
- Be concise
- Ask questions and/or for a commitment
- Take notes
- End with a summary and leave your information



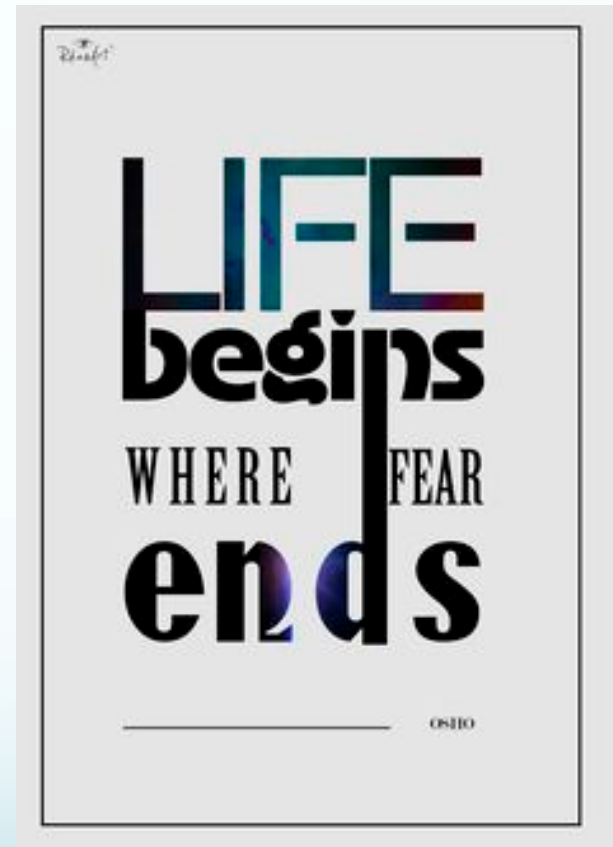
After the Meeting

- Send a thank you note
- Provide any follow up information that was promised or that is needed
- As new information is available, share
- Continue to build relationships
- Share appropriate information with Keystone Team.



Getting Over Your Fears

- You are passionate and knowledgeable about your topic
- Elected officials are people
- You don't need to know it all—follow up information is a great way to build relationships
- The Keystone 25 committee is here to assist



Many Forms of Advocacy

- How do YOU advocate?

