

Successful Advocacy!

How to Develop an Advocacy Platform and Do Great Things

Presented By
Carousel Andrea Bayrd

Attorney, Community Justice Inc.
Policy Advisor, YWCA Madison
Elected Official, Dane County Board of Supervisors

Housekeeping Notes

- This presentation is being recorded and all resources will be made available following our time together.
- Comments or Questions?

The screenshot displays a Zoom Webinar interface. At the top left, it says "Zoom Webinar" with a status bar showing "Talking: Tom Behnke". Below this, meeting details are listed: Meeting Topic: Webinar Test; Host: Tom Behnke; Passcode: 368318; Invite Link: https://us02web.zoom.us/webinar/register/WN_OJphWLMx... (with a "Copy Link" option); Participant ID: 332120. Three main action buttons are visible: "Join Audio" (with a headset icon and "Computer Audio Connected" text below it), "Share Screen" (with a screen icon), and "Invite Others" (with a person icon). Two large red arrows point downwards from the "Share Screen" button to the "Share Screen" button in the bottom toolbar. The bottom toolbar contains icons for Mute, Start Video, Participants (1), Q&A, Polls, Chat, Share Screen (highlighted in green), Record, More, and an End button.


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Today's Goals:

- WHY your organization wants to Advocate?
--We need the voices of those most impacted!
- WHAT your organization wants to advocate for?
--Your mission vs. your aspirations— you can do it all!
- How to advance your mission!
--Teamwork makes the dream work!
- I  Local Government
--Unabashed Plug!

WHAT is Advocacy?

- Adding your Voice to the LEGISLATIVE PROCESS
- Expressing Support or Opposition
- Many different ways to advocate:
 - holding a press conference
 - posting on social media/email
 - releasing a public statement
 - contacting elected leaders
 - testifying at a hearing
 - writing letter
 - asking your supporters and/or constituents to get involved



WHY Advocate?

- To Advance your Organization's Mission!
- Make UPSTREAM Changes to the issues you work on
- Make Permanent Changes— legislation lasts long(er)
- Educate Government and Elected Leaders
- Empower your Community of Supporters, Staff, and Constituents

WHY we NEED you to Advocate!

- You bring the voices of the people you serve– you're not paid lobbyists, your direct service providers (No Shade Intended!)
- Tell your (your client's) Story
-- because Personal Stories are More Personal!
- We live in a Post-Fact World– facts only matter if you have an audience that is wanting to be persuaded
- Build Relationships, build trust, build common ground

WHAT will you Advocate?



What is your expertise?

What can elected leaders learn from you?

Developing Your Advocacy Agenda

- What is your Mission?
- Meet with your Team and Ask Them:
“If you could change a policy, or add a policy, that would improve the impact your work and support your clients, what would it be?”
- What are broader issues that impact your clients
- Ask your clients, your supporters, your board

- RESULT! Can have Different Versions

What will you learn?

- What issues are core to your mission and direct work.
- What is beyond your mission but impacts the people you serve.
- What the people you serve care about, even if it's beyond your mission.

- Why does this matter? What is your expertise and what can you lead on? On what can you be the excellent sidekick?
--What do you really know? Think About: Broadband, Use of Force, Voting Rights Reform, Housing and Homelessness

Example:

Advocacy Platform for YWCA Madison

- Check out the YWCA Madison Advocacy Platform– 6 beautiful pages!
- <https://www.ywcamadison.org/wp-content/uploads/sites/75/Policy-Platform-Long-Pages.pdf>
- Leave this with supporters, elected officials, media
- Point to it when people want you to take a stand– maybe you can, maybe you can't!

What Kind of Advocacy: Proactive vs. Reactive

- Reactive:
 - Supporting Good Bills to ensure they pass
 - Opposing Bad Bills to stop them from passing
- Proactive: Help Create Legislation and Educate Elected Officials and Community
 - Develop Relationships
 - Draft Policy Together
 - Best Use of your Expertise ****

Teamwork Makes the Dream Work!

- Ready to Lead on your Issues
 - that's your expertise, that's where to spend your time!
- Ready to Follow other Organizations!
- What do you get out of it?
 - cite to them, borrow their expertise
 - supporter for your issues in the future
 - connections and collaboration
- What they get from it-- Everyone loves a crowd!
 - stand at press conferences
 - share their press releases

Teamwork Makes the Dream Work!

- Allows you to become BROADER than your level of expertise
- Allows you to support issues beyond your mission but that are important to / impacts the people you serve.
- Stops you from interfering with progress on other issues / saying or supporting the “wrong thing” or “weaker legislation”
- Educate and Empower your Clients and Supporters

GLORY OF LOCAL GOVERNMENT

- Direct Contact with them
- Want your Input
- More Responsive
- Public Meetings where you Live
- Public Meetings usually after Work Hours
- Outreach can make a Difference

Challenges of Local Government

- Scope is Specific
- Night Meetings, not during the day
- Small Staff = Small Research Ability

HOW to Advocate: Local Government

- Contact and Speak with your elected officials personally (they usually have time for coffee)
- Propose Legislation / Propose Solutions to Your Problems
- Public Meetings Aren't All the Same— committee level vs. full board
- A Few People make a Huge Difference
- Use all your Options— More Bang for your Buck
 - read local news in local paper, even for Madison
 - organize supporters

ANY Questions?

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Thank you!

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