



*Celebrating 20 years thanks to our members*

## **FBA Educate your Delegate Advocacy 101**

### Pre-Session:

1. Your “ask”. Have a simple and clear objective, fact-based with stats and numbers to back it up. Have a consistent message. Blanket all legislators with the message – if your law-maker, tell a personal story.
2. Your law-maker.
  - a. Make contact. Visit, email, call. Meet the staff, equally as important as the elected official. Bring a buddy, but not a large group, in addition to one-page information handout of your ask.
  - b. Offer a ride or field trip to have them experience what you experience.
  - c. Continue to contact. Follow up on any questions / concerns, update with new information.
  - d. Follow your law-maker (“stalking”). Send a thank you if they made the news for a good thing, be friendly if you see them in public, always say HI. Get to know what they are interested in and their platform.
3. Ask to sponsor or co-sponsor a bill that addresses your ask.
  - a. Be prepared to attend and/or testify at every committee the bill would go before.

### Session:

4. Continue #1 - #3 unless you have a bill sponsor.
  - a. If sponsored and introduced, find co-sponsors
5. The bill.
  - a. Follow which committees the bill will be heard, make friends with the staff of those committees.
  - b. Reach out to all committee members to offer information regarding the bill, try to gauge where they stand on the bill. Get assurances or give them more information.
  - c. Plan to attend and testify at every committee meeting the bill is heard. Dress appropriately.
  - d. Have a 3-minute statement and be prepared to answer questions with stats and facts.
  - e. Numbers matter. Have as many as possible attend the committee meetings if only to record the support on public record.
  - f. Consider a PR campaign, press releases, etc.
6. Follow the process in both the House and Senate.
7. If passes, be ready to flood the Governor with correspondence.
8. If signed, be ready to make it a PR moment for the bill sponsor.
9. Send thank you notes to everyone.
10. Stay engaged, always.