



# Effective Advocacy: Which Strategies Work Better?

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Campaigns Manager

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Campaigner





# OUTLINE

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- Overview of the most and least influential advocacy tools
- Writing Op-Eds and LTEs
- Tracking your legislator's calendar events
- Testifying
- Writing your legislator
- Calling your legislator
- Sharing action alerts
- Meeting with your legislator
- Questions

# Form emails: How effective are they?



What percentage of congressional staff surveyed reported that form emails have “a lot of positive influence” on a representative or senator?

- A. 58%
- B. 30%
- C. 12%
- D. 1%





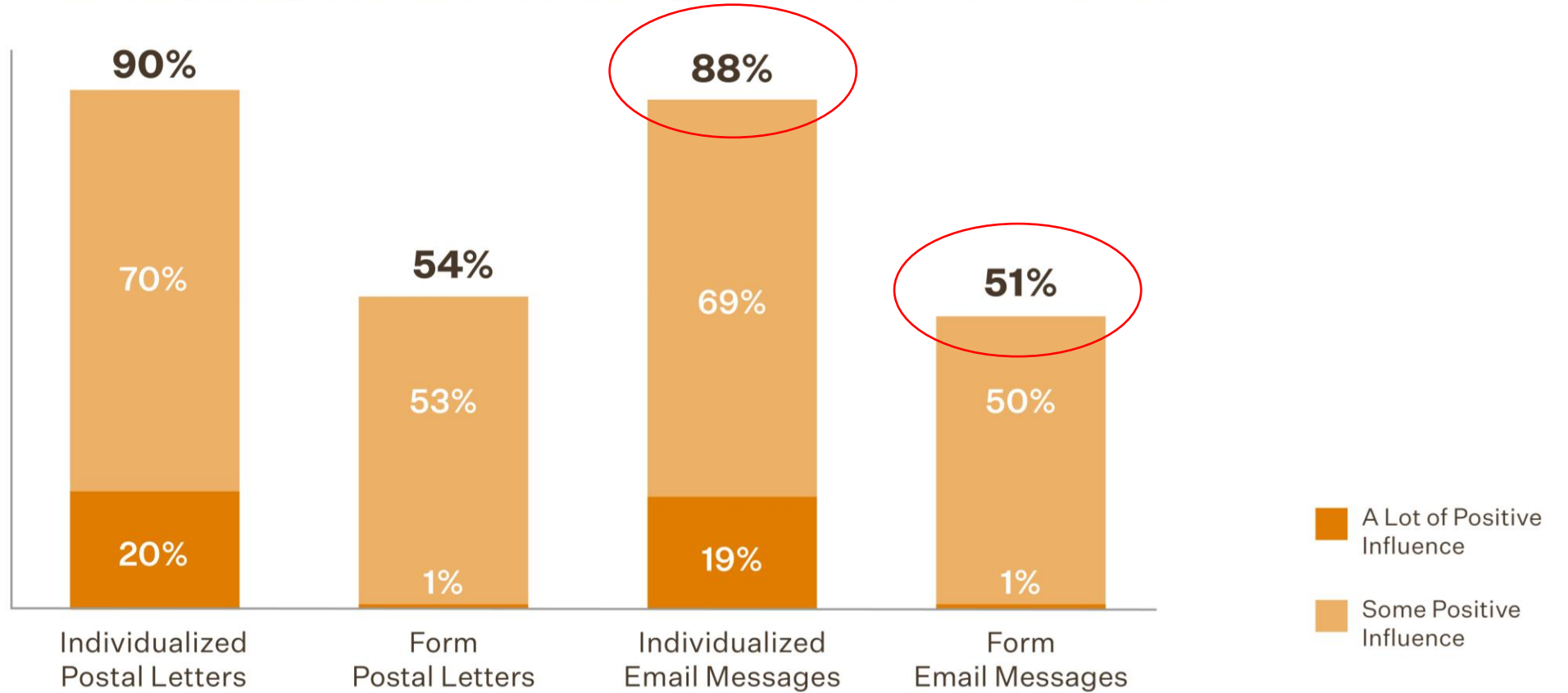
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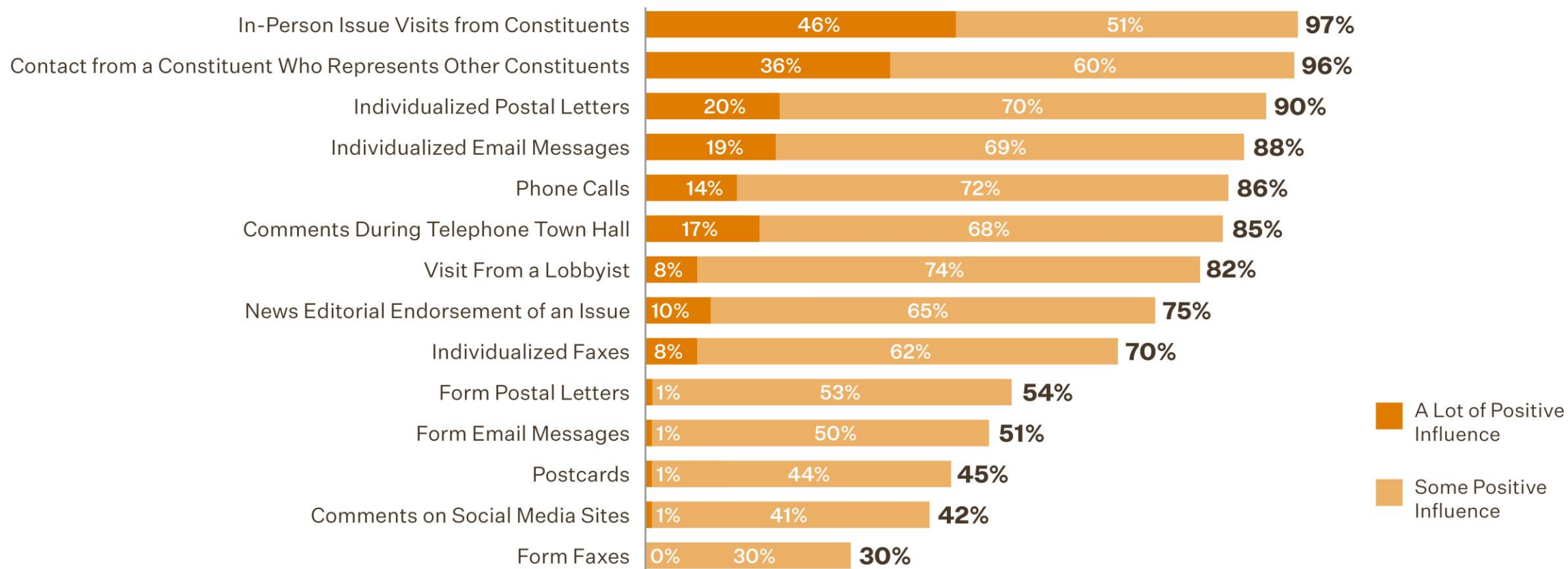
# INFLUENCE OF ADVOCACY STRATEGIES TO WASHINGTON OFFICE ON UNDECIDED MEMBER

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?



# INFLUENCE OF ADVOCACY STRATEGIES TO WASHINGTON OFFICE ON UNDECIDED MEMBER

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# Op-Eds and LTEs

- Op-Ed = "Opposite the Editorial"
- LTE = "Letter to the Editor"
- KEYS:
  - Make a valid argument
  - Mind word limits
  - Get your facts straight
  - Call on elected officials by name
  - End with an action item





# Personal contact for the win!

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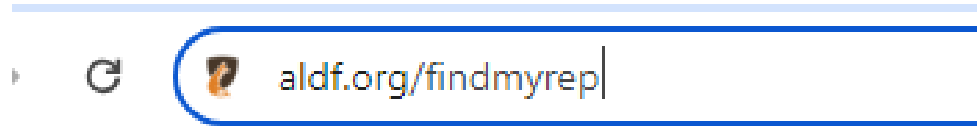
- **87%** of surveyed staffers reported that comments during a telephone townhall were of at least "some" influence on undecided legislators

**Let's get you to that townhall!**



# Who Are My Elected Officials?

1



## Find Your Elected Officials

2

Share    

**E**lected officials want to hear from you. This is an easy way to look up your elected officials and their contact information.

**Enter your address to find your officials:**

Street Address

XYZ


Postal Code


84105

**FIND YOUR OFFICIALS**

## Contact Information

3

 **Phone:**  
801-946-9791

 **Address:**  
1124 E 600 S, SALT LAKE CITY,  
UT, 84102

 **Email:**  
[jbriscoe@le.utah.gov](mailto:jbriscoe@le.utah.gov)

## For Local Officials

<https://www.usa.gov/elected-officials>




# Do your homework!

**SYDNEY KAMPLAGER-DOVE**  
REPRESENTING THE 37<sup>TH</sup> DISTRICT OF CALIFORNIA

About Contact Media Issues Services

Home

## ABOUT



A fierce advocate for justice and families, Congresswoman Sydney Kamlager-Dove is proudly representing California's 37th Congressional District which covers a diverse area within Los Angeles County.

Born into a family of politically active creatives, Congresswoman Kamlager-Dove attended the University of Southern California as a political science major and member of the Zeta Phi Beta sorority. While she was at USC, the 1992 riots following the Rodney King verdict erupted. That catalytic event motivated Congresswoman Kamlager-Dove to work with Rebuild LA and the Los Angeles Festival, two nonprofit organizations that advanced job creation and public arts programs to restore broken communities.

Congresswoman Kamlager-Dove spent her career advocating for communities and families. In 2013, Rep. Kamlager-Dove was appointed to the Los Angeles County Commission on Children and Families and in 2015, she was elected to the Los Angeles Community College Board. During her time on the board, she fought to make higher education and career training affordable and accessible to everyone, with a special focus on underserved communities and students who were previously in the foster care system or incarcerated.

Congresswoman Kamlager-Dove successfully ran for California State Assembly in 2018 and California State Senate in 2020. While in the California State Legislature, Rep. Kamlager-Dove got her bill, the CRISES Act, signed into law. This law provides for trained community-led teams to respond to non-violent 911 calls – instead of police – making communities safer and saving lives.

She also worked to establish the California Small Business COVID-19 Relief Grant Program to help small business stay afloat, coauthored the Plastic Pollution Reduction Act which would reduce single-use plastic packaging in landfills by 75%, and authored the Affordable Prescription Drug act to procure low-cost medicine for Californians.

As a Freshman Member of the U.S. House of Representatives, Congresswoman Kamlager-Dove carries with her the experience of serving the people of Los Angeles. She will always be a strong voice for justice and our most vulnerable community members as she continues her commitment in the House of Representatives.

### About

- Biography
- Committees and Caucuses
- Events
- Our District
- Votes and Legislation





# How To Track Your Legislator's Calendar

- Method 1: Visit their website and check "Contact" or "Events"

## Contact

I value all feedback from constituents. Our office is here to serve you. Please find below the best ways to contact our office for specific requests.

[Newsletter Signup](#) — Subscribe to receive email updates on our work in Congress.

[Help with a Federal Agency](#) — If you are working with a federal agency and are not receiving an answer in a timely fashion, or you feel you've been treated unfairly, our office may be able to assist you resolve the problem or get more information.

[Town Halls](#) — Listening to and learning from members of our community are essential parts of being a representative. That's why Rep. Porter regularly hosts town halls that are open to the public, posted ahead of time online, and available on a variety of platforms. If you have any questions about upcoming town halls, please reach out to our office at 949-668-6600.

[Scheduling Request](#) — Fill out this form to request a meeting with our office or the Representative.

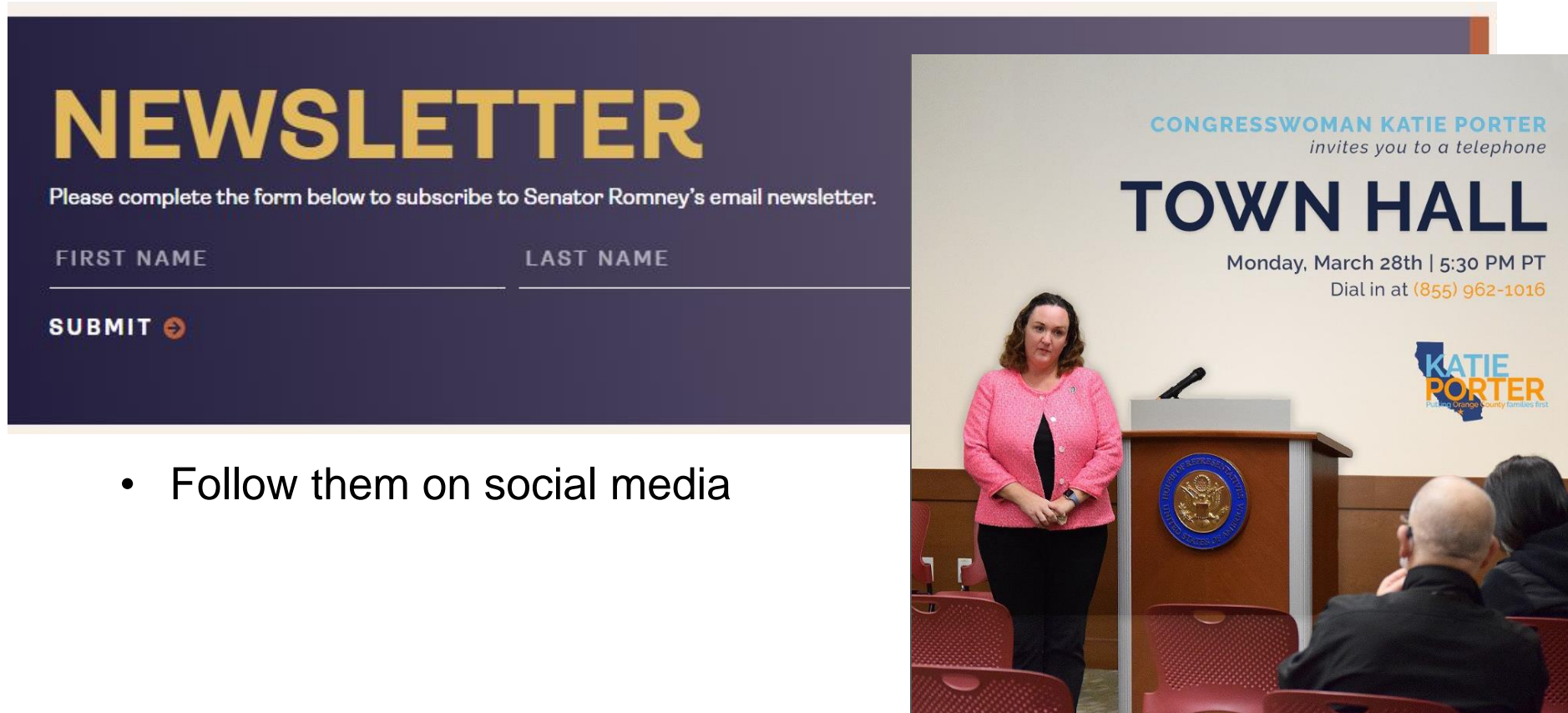
[Visiting Washington, DC](#) — Our staff can assist you with obtaining tickets for tours of the U.S. Capitol building and other Washington, DC attractions.

[WRDA 2023 Submissions](#)— Fill out this form for WRDA 2023 submissions.



# How To Track Your Legislator's Calendar

- Sign up for their newsletter



**NEWSLETTER**

Please complete the form below to subscribe to Senator Romney's email newsletter.

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

**SUBMIT** →

CONGRESSWOMAN KATIE PORTER  
*invites you to a telephone*

**TOWN HALL**

Monday, March 28th | 5:30 PM PT  
Dial in at (855) 962-1016

**KATIE PORTER**  
Pursuing Orange County Families First

- Follow them on social media







## Testifying

- Testifying at a committee hearing or any other public forum is an excellent way to show up for a cause in person and voice your opinion on the issue

# How To Testify

- Identify the meeting
  - Track where the bill is in the process
  - When will they hear the bill?
- Preparing
  - Prepare 2-3 minutes in addition to a brief 1-minute version
  - Practice
  - Prepare to get cut off early
- Testifying
  - Be respectful
  - Dress professionally
  - Introduce yourself for the record and thank the Council/Committee/etc.
  - Testify when prompted (there may be a sign-up list, they may ask for hands)







■ LOS ANGELES CITY COUNCIL MEETING

■ SEPTEMBER 8, 2023

■ [WWW.LACITY.GOV](http://WWW.LACITY.GOV)

■ SAP

■ CC







# Writing your Legislator

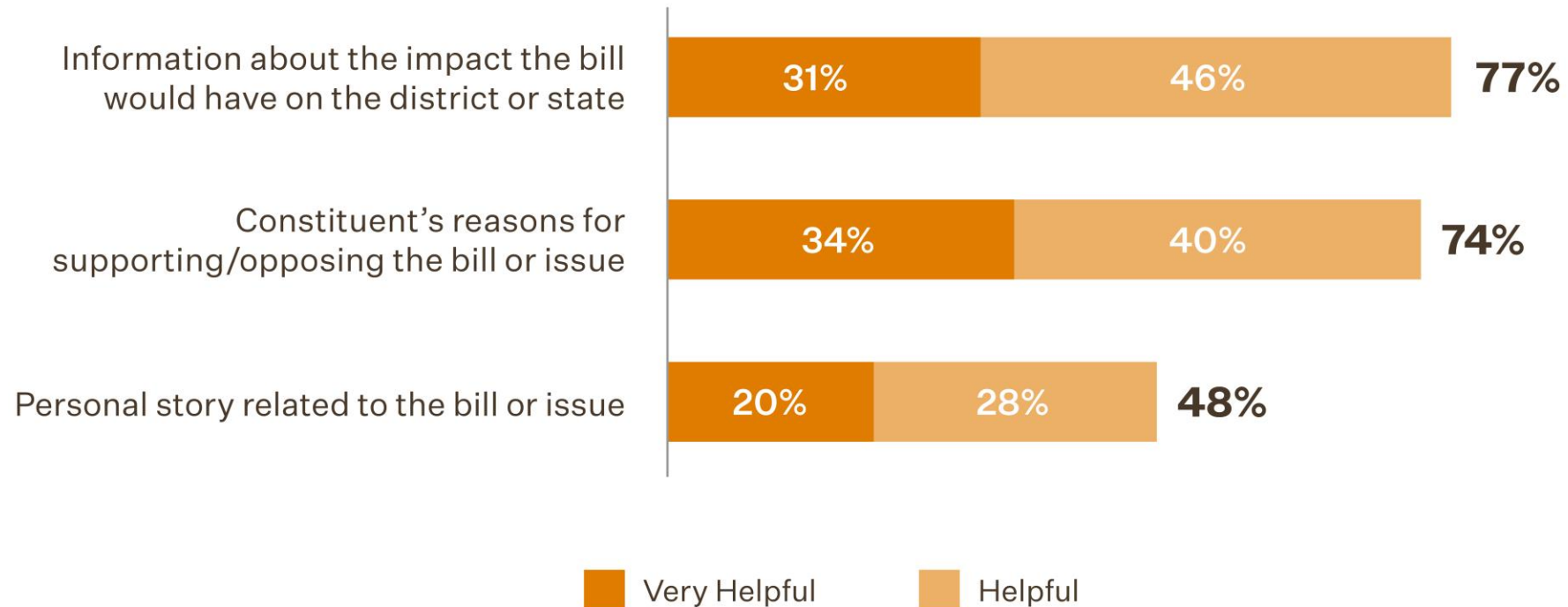
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- **92%** of surveyed staffers reported that emails were of at least "some" influence on undecided legislators
- **88%** of surveyed staffers reported that postal letters were of at least "some" influence on undecided legislators



# INFLUENCE OF ADVOCACY STRATEGIES TO WASHINGTON OFFICE ON UNDECIDED MEMBER

How helpful is it for messages from constituents to include the following?



# How To Write Your Legislator

Dear Representative Briscoe,

As a **constituent**, I am writing to ask that you please **support Bill XYZ**.

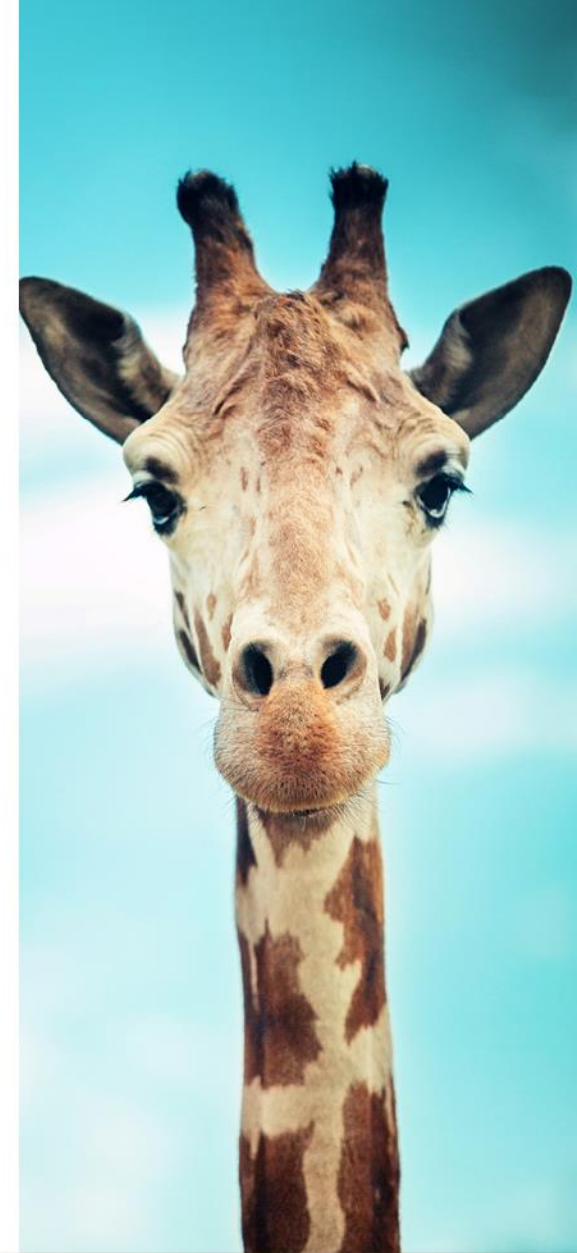
The Bill would [insert one sentence on **what the bill does**].

This is especially important to our community because [**why the bill is important**].

I **thank you** in advance for your support of Bill XYZ.

Sincerely,

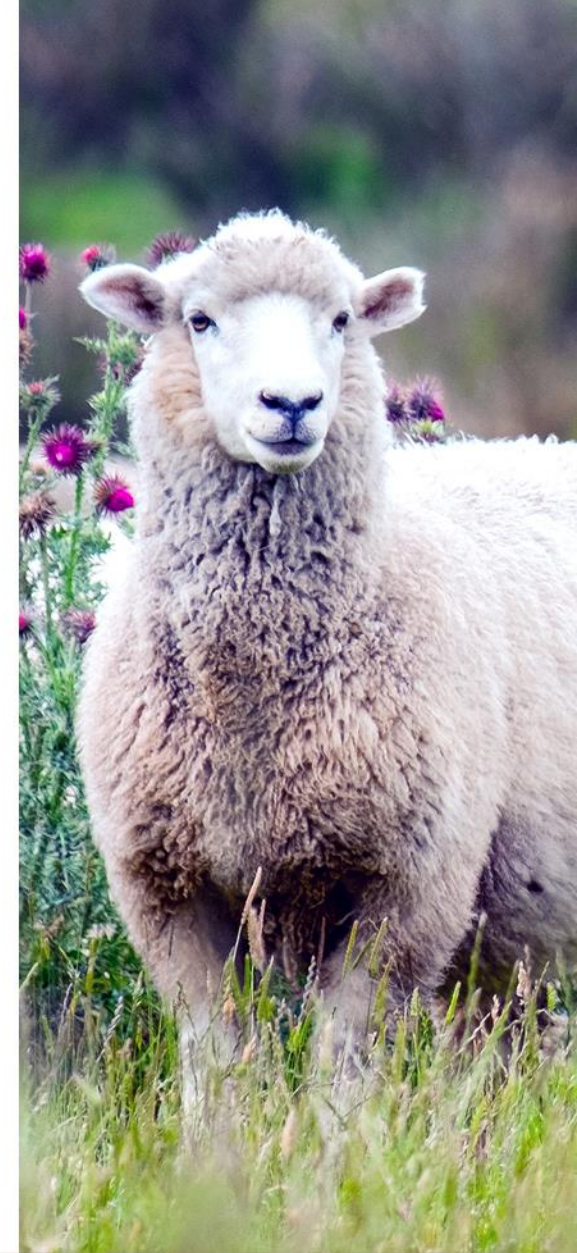
Abbey Benesh





# ADVOCATE HACK: TIME SAVER

- Save time by utilizing Artificial Intelligence (AI) platforms like Chat GPT





## Calling your Legislator

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- **86%** of surveyed staffers reported that phone calls were of at least "some" influence on undecided legislators



# How To Call Your Legislator

- It's likely a member of the legislator's staff may answer the phone, remember they will pass along the message to the legislator so please treat them with respect
- State your name and that you are a constituent of the legislator, and that you support/oppose the bill
- Ask the staffer if they know where the legislator falls on this issue



# How To Call Your Legislator



"Hi, my name is Abbey Benesh and I am a constituent of the Representative. I am calling today in support of Bill XYZ, do you know where the Representative currently stands on this issue? Thank you so much for your time, have a great day!"





## Mink VIRUS Act (Federal)

HR. 3783

Share [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

Ban on mink farming to protect public health and human safety from the risks of disease transmission, including COVID-19 and avian flu, to people and wild mink populations, as well as to address concerns of animal well-being.



Farm Animals >

UPDATED  
June 1, 2023

WORK TYPE  
Legislation >

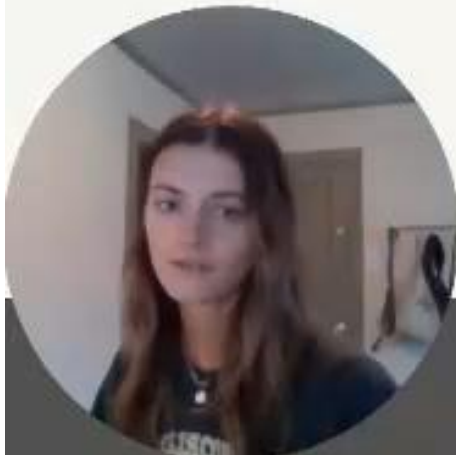
STATUS  
Active >

**T**he Animal Legal Defense Fund strongly supports the Mink VIRUS Act.

Sponsor: Rep. Adriano Espaillat (NY-11)

Introduction Date: June 1, 2023

Congress is considering a ban on mink farming to protect public health and human safety from the risks of disease transmission, including COVID-19 and avian flu, to people and wild mink populations, as well as to address concerns of animal well-being and wasted taxpayer resources.



# Join Calls for Compassion!

- Calls for Compassion allows volunteers like yourself to connect with voters in a specific jurisdiction, educate them about an animal protection issue or bill, and then patch them through to their legislator's office so that they can speak in favor or opposition to a piece of legislation
- Contact Matt ([mrossell@aldf.org](mailto:mrossell@aldf.org)) or Abbey ([abenesh@aldf.org](mailto:abenesh@aldf.org)) if you are interested!







## Sharing Action Alerts

- **Why is this important?** This tool enables others to take advantage of the influential strategies that further your issue that they may not have otherwise known about

# How To Share Action Alerts


- Sharing on social media


**NEW YORK: PROTECT WILDLIFE FROM CRUEL KILLING CONTESTS**

**NEW YORK RESIDENTS:**  
Call Governor Hochul at 518-474-8390 and ask her to **sign A.2917/S.4099** to end the killing of New York's wildlife for cash prizes.



**ANIMAL LEGAL DEFENSE FUND** Learn more at [aldf.org](https://aldf.org)

 animallegaldefensefund ...


 animallegaldefensefund 🇺🇸 New Yorkers – there are less than 10 days to ban wildlife killing contests! The New York wildlife killing contest bill has been delivered to Governor Hochul. The Governor has to take action within 10 days- meaning she must act on the bill on or before Saturday, December 23rd.


We need your help to ensure there is significant support from constituents for the bill. Please contact Governor Hochul today and urge her to sign S4099 into law!

📞 Call (518) 474-8390 and say, "Hello, my name is \_\_\_\_\_. I am a New York State resident, and I am calling to urge Governor

[View insights](#) [Boost post](#)

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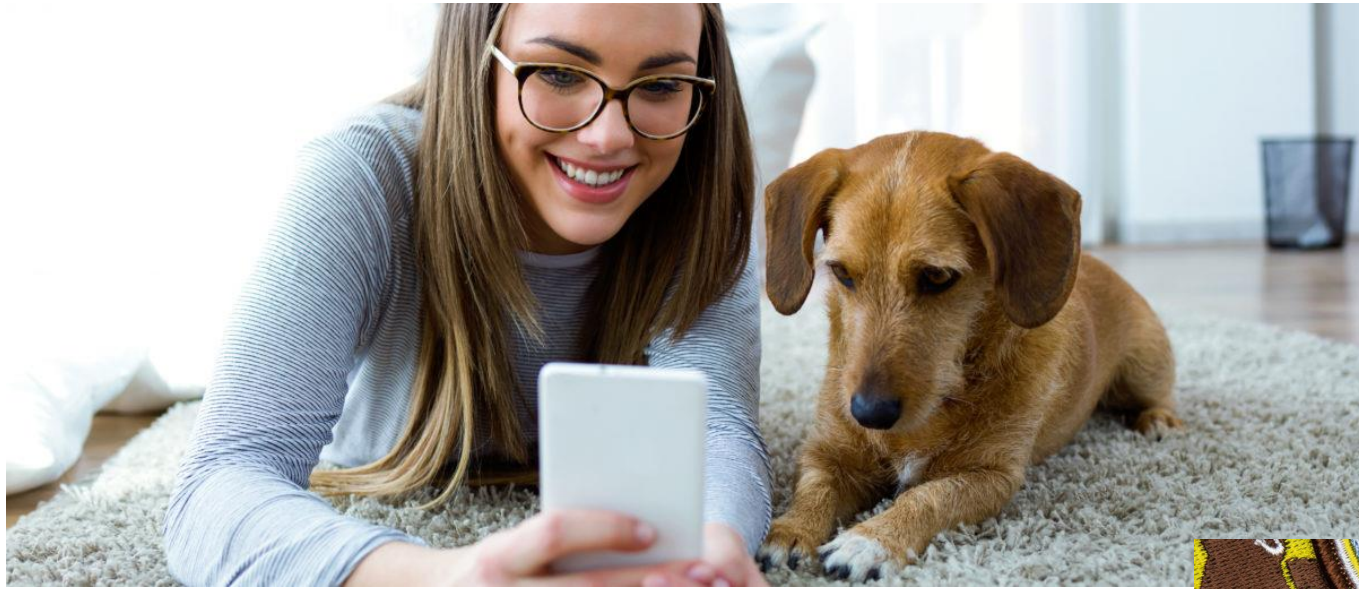
 Liked by aldfstudentchapters and 104 others  
December 13, 2023

 Add a comment... [Post](#)

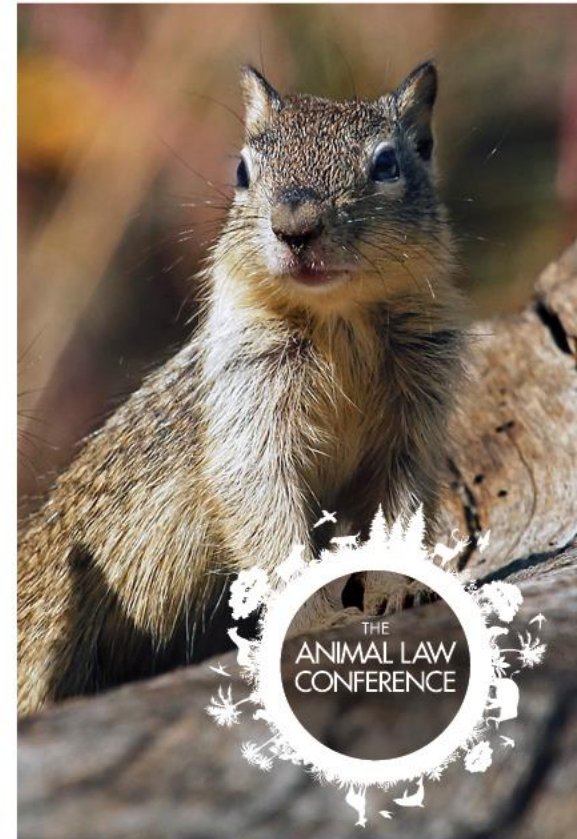




# ROAR with us on social media!



- Join ROAR!
- Remote Online Advocacy Representative
- Weekly email ask for online engagement
- Influence your social network with us
- Get fabulous prizes!
- <https://aldf.org/ROAR>





## Schedule a Meeting

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- **94%** of surveyed staffers reported that in-person visits from constituents were of at least "some" influence on undecided legislators



# How To Schedule A Meeting With Your Legislator

- Visit your legislator's website
  - Is there a "Request a Meeting" link?
  - If not...
    - Call the office
    - Email the office

## CONTACT

Email Blake

Office Locations

Subscribe to my  
Newsletter

[Request a Meeting](#)

Website Problem

Live



# How To Prepare For A Meeting

- Who should you bring?
  - Represent different interests
  - Keep groups small
- PRACTICE talking points and timing
- Have a clear "ask"
- Prepare fact sheets and frequently asked questions





# Meeting With Your Legislator

- Dress professionally for a business meeting
- Arrive early
- Be patient
- Be efficient
- Be confident
- Stick to your talking points
- It's okay to say "I don't know"
- Thank the legislator for their time
- Establish timeframes for decisions and follow up



# After Your Meeting

- Debrief with your team
- Encourage everyone to send a thank you message
- Follow up with any questions, answers, or materials promptly
- Be persistent if your legislator misses a deadline
- Keep us in the loop!





# **POLL: After participating in this webinar, how likely are you to level up your advocacy?**

- A. Not likely
- B. Somewhat likely, I got a couple of good tips
- C. Sure, I feel better prepared with tools for success
- D. I am on fire, and ready to volunteer with you!





# Thank you!

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## Questions?

Keep in touch!

Matt Rossell, [mrossell@aldf.org](mailto:mrossell@aldf.org)

Abbey Benesh, [abenesh@aldf.org](mailto:abenesh@aldf.org)

*For more information visit us at [aldf.org](http://aldf.org)*

