

Education Advocacy 101: Yes You Can!

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Session Overview

- Advocacy? What's THAT?!?
- Advocacy 101: Born Screaming
- Help??? How do I do this Hill visit thing?
 - ❑ Seven Tips for Communicating With Policy Makers
- Mr. Cohen Goes to Washington
- Q & A

Advocacy? What's THAT?!?!

- *The act or process of advocating or supporting a cause or proposal.*
 - (Merriam-Webster's Online Dictionary)

▪ **SO WHAT EXACTLY DOES THAT MEAN???**



Advocacy 101: Born Screaming

You've been advocating since day #1



Seven Tips for Communicating with Policymakers



Seven Tips for Communicating with Policymakers

Step #1: Do your homework



You do not need to be a policy expert, but it helps to know where policymakers stand on specific bills and issues.

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Step #2: Establish relationships



Staffers are IMPORTANT

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Step #3: Think locally

- You have the greatest leverage with your own legislators.
- Offer your policymakers **stories from back home.**



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Step #4: Begin the process early



Being proactive is the key to advocacy.

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Step #5:

Know your key messages.

You won't have much time to make your case.



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Step #6:

Get your issue on the record.

Getting an issue on the record provides **proof** that your elected official supports the legislation or policy recommendation your are making.



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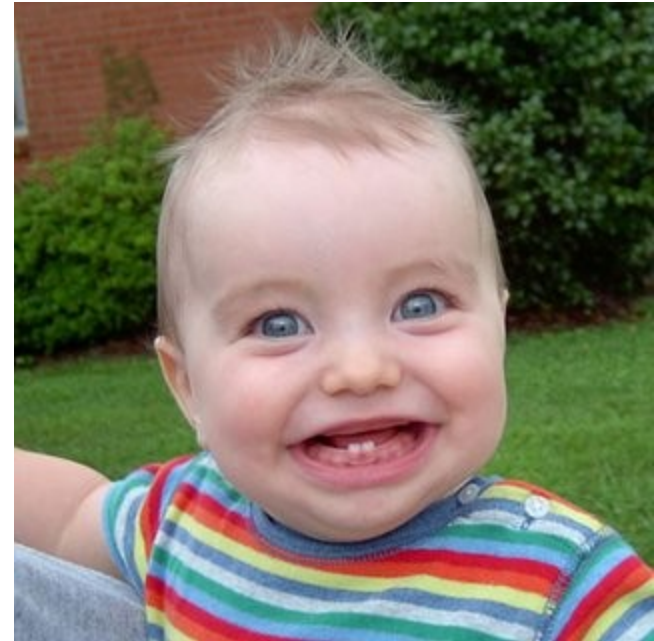
Step #7: R-E-S-P-E-C-T



Even if you disagree with a policymaker's stated position on an issue, take the time to **understand the other side's opinion.**

Questions?





Thank You!!!

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