



Advocacy in Action

Legislative Strategies for Success in 2015

Your Advocacy Checkup Starts Today!

In our inaugural **Advocacy in Action** memo, we asked you to assess your advocacy health by answering a series of questions. Starting today we'll provide you with proven strategies to address these questions that will help you get your advocacy in perfect condition!



Question #1 - *Leading up to and during the 2015 session, did you communicate or visit with your legislator(s) as frequently as you should have?*

If you answered "yes"...congratulations! You're a great advocate! If you answered "no", don't despair, there's plenty of time over the summer to change that. But no matter what your answer, a well thought-out strategy will help you keep the momentum going or get you started on the path towards becoming a strong, healthy advocate.

Here's how...

Start by creating a plan. The goal is to build or strengthen relationships with legislators throughout the summer. One way to do this is by seeking out opportunities to interact with them on a regular basis. Put these opportunities on your calendar just like you would a scheduled meeting, so they're part of your weekly or monthly agenda.

Some great strategies include:

- If you meet regularly with HOA's or civic or business groups invite your legislator(s) to join you.
- Personally invite them to any and all major events happening in your city and be sure you're in attendance.
- Invite them to speak at an upcoming council meeting to share their perspective and accomplishments during the 2015 regular and special sessions.
- If your regional league meets during the summer, invite legislators to participate on a panel to talk about legislation that passed/failed during the sessions specifically related to local government.
- Invite legislators and their staff to EVERY regional league meeting.
- Schedule a minimum of two one-on-one meetings during the summer and invite your city manager to accompany you. These are excellent opportunities to:
 - Present a copy of your annual budget and provide a historical review of increases/decreases in revenues and expenditures, specifically as they relate to the impact of any state legislation.
 - Start a conversation about any state appropriation requests for your city.
 - Help your city manager build/strengthen the relationship with legislators.
- Invite them to attend any and all council meetings in which you will be discussing your annual budget.

- If they're planning to have a town hall meeting, offer to host it in your council chambers. Help them promote the meeting and be sure to attend!

Just like when you cheat on a diet, cheating yourself on advocacy means getting back on track is even harder. So make interacting regularly with your legislator(s) a priority this summer, and by the start of the 2016 session you'll have a much stronger and healthier relationship.

HERE'S TO YOUR HEALTH!



Want to talk more about advocacy?
Contact: [Allison Payne](#), Advocacy Programs Manager or
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