

Advocacy in Action

Legislative Strategies for Success in 2015

How is Your Advocacy Health?

When you visit your doctor for an annual checkup, what is one of the most common pieces of advice they share? Be pro-active about your health by evaluating your diet and exercise regime and how you can improve. The very same can be said about advocacy, especially now that the 2015 regular session has concluded.



A common misconception is that once session is over, advocacy stops until the following year. Actually, this couldn't be further from the truth. In his book *Personal Political Power*, author Joel Blackwell shares "*There's only one time you lobby, year-in, year-out, year-round.*" So as you reflect on your advocacy during the past session, spend time concentrating on areas where you believe there are opportunities for improvement.

Let's start with an advocacy checkup. This checkup is just for you, so be very honest with yourself as you answer the following questions.

1. Leading up to and during the 2015 session, did you communicate or visit with your legislator(s) as frequently as you should have?
2. Did they respond to your communications (i.e. phone calls, emails, letters,)?
3. If they did respond, did you get the desired results?
4. If they didn't respond, what can you do to change that?
5. Do you believe your legislators are better informed after the 2015 session about your city/town and local government?
6. Over the summer, do you think you need to:
 1. Work on building a stronger relationship with your legislators and/or their staff?
 2. Become more educated on the issues?
 3. Both?
7. How would you respond to the following statement? It's a direct quote from a legislator! "***We don't represent cities, we represent taxpayers.***"
8. How would you respond to the following statement? Another quote from a legislator! "***Cities don't do a very good job of attracting and retaining businesses, so we (the state legislature) need to show them how.***"
9. During the 2015 session, did you feel like you were "on an island" by yourself with little or no support from your council or community?

In the coming weeks, we'll share strategies to address common responses to these questions, so by the start of the 2016 session you'll be in perfect advocacy health and ready to take on any challenges that come your way!

HERE'S TO YOUR HEALTH!



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