

Effective Advocacy

If you are not at the table, you're on the menu!



Four advocacy essentials

1. Who are you?
2. What is your issue?
3. Why is your issue important?
4. What do you want the elected official/reader/listener to do about it?

Develop your policy elevator pitch

- An elevator pitch is a brief, persuasive speech that you use to spark interest on your issue or idea.
- A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds (hence the name)
- The purpose of an elevator pitch is to interest the audience in continuing to talk.



For today, Pick an issue!



Education



Health Care



Transportation



Employment



Let's develop your elevator pitch for your issue in three easy steps

1. Introduce yourself

- Your name, where you live (you want to establish yourself as a constituent), a few details to establish your credibility and connection to your community.

2. Introduce your issue and experience

- Introduce your issue and how your issue impacts people with disabilities. Share your personal experience with your issue.

3. Make your ask

- Make sure to let your legislator know what you want. Your ask can be as simple as a follow up meeting or phone call to talk more about the issue and ways to address it.



Let's practice developing an elevator pitch

Hi Rep. Soandso, my name is _____. I live just outside of _____ in the country about five miles away from _____ where I have worked as a _____ for the past _____ years. I really enjoy my job, but sometimes I can't get there because I have to have help in the morning to _____. I rely on personal care workers to _____. Sometimes my worker is late, or does not show up. Other times I am not able to find an available worker to hire to help me. This means _____ for me.

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Let's do this.



Making your pitch

- In person...
- Over the phone...
- In writing...
- On social media...



Using Social media for effective advocacy

- Follow your elected officials on Facebook, Twitter, and sign up for their e-newsletters (state senator, state assembly representative, 2 U.S. Senators, Congressional Representative)
- Know your legislators, use the Find you Legislators box on this page <https://legis.wisconsin.gov/>
- Are you following the Facebook pages of state and national disability advocacy groups (BPDD, Save IRIS)
- How are you thinking about using your own personal Facebook and Twitter accounts?

Build relationships with legislators on both sides of the aisle

- ❖ Provide helpful information by phone, email, letter, and in person. Become a resource.
- ❖ Attend town hall meetings, listening sessions, and public hearings. Become a resource.
- ❖ All communication should be positive & polite.
- ❖ Remember that it is okay to say that you need to get back to them if you don't have the answer to a question.
- ❖ Sign up for legislative updates. "Like" the legislator's Facebook page and follow them on Twitter.
- ❖ Thank them for their time. Praise them for the work they do to help your cause.
- ❖ Follow up with a thank you note or email!