



Impactful Advocacy

Building Relationships

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Agenda

- Effective Relationship-Building
- Power-mapping
- Making Time for Advocacy
- Effective Coalition-Building



Influencing Policy Through Effective Relationship Building



Keys to Effective Relationship Building

- Be Informative
- Be Brief
- Be Respectful
- Be Consistent



Keys to Effective Relationship Building



Keys to Effective Relationship Building



Keys to Effective Relationship Building

RESPECT



Keys to Effective Relationship Building



The Power of Power-Mapping

Power-mapping

Power-mapping

Finding and
building connections.



Power-mapping

Who has power?

What will influence them?



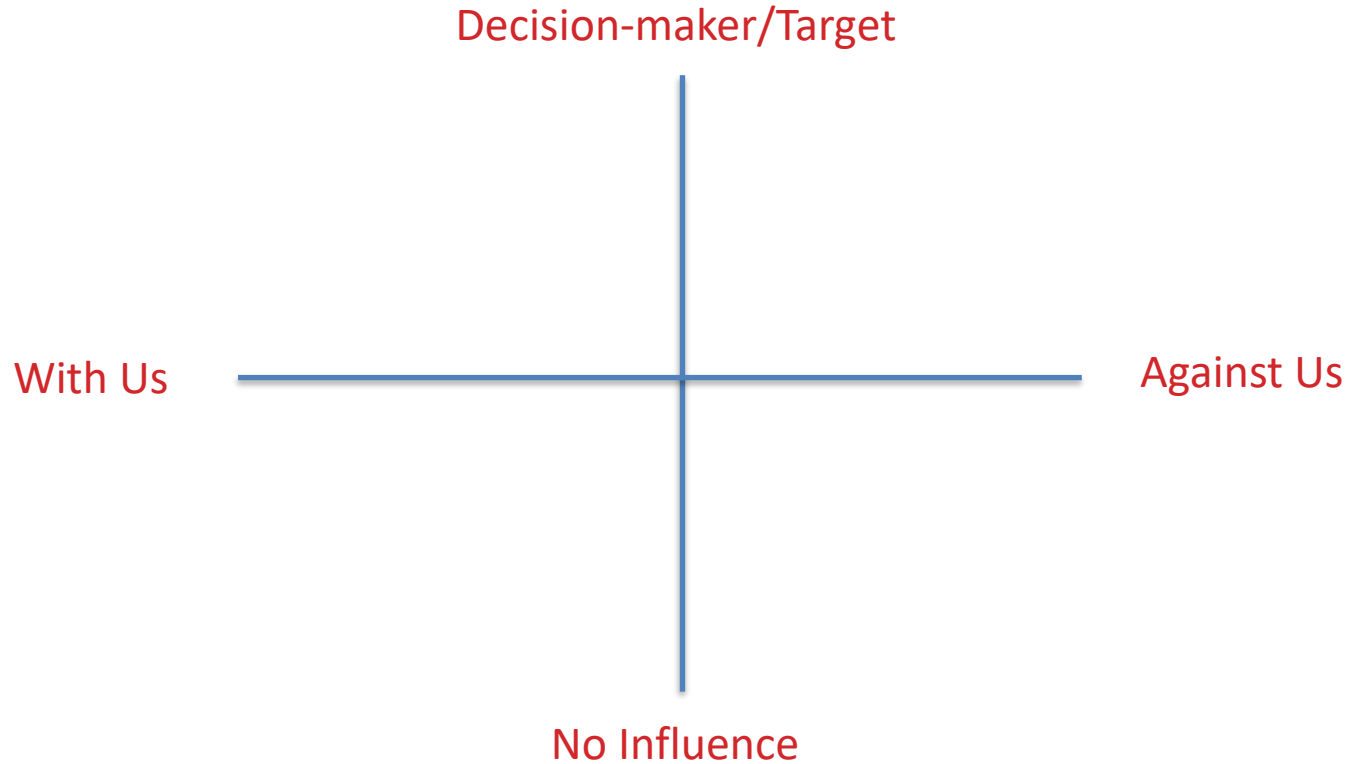
Power-mapping

Key Questions

- Who is/are the key decision-maker(s)?
- Who is/are the decision-makers connected to?
- Who in your community is affected by the issue?



Power-mapping



Something for Everyone

Something for Everyone

Finding the Time

Time-based advocacy options.



Something for Everyone

5 minutes

- Sign a petition
- Send an email
- Sign up to get alerts
- Share a campaign with others
(forward that email!)



Something for Everyone

10 minutes

- Make a phone call
- Talk to a friend/colleague about the issue
- Post on social media
- Watch a short training video
- Read a short article



Something for Everyone

30 minutes

- Schedule call w/legislator or staff
- Write a personalized email about the issue or concern
- Watch a short training video
- Research your issue/concern



Something for Everyone

60 minutes

- Write short public comment letter to submit to relevant person/entity
- Meet in person with legislator/staff (if the office is close.)
- Participate in an advocacy training
- Write/submit an Op-Ed or LTE



Something for Everyone

More than an hour

- Write thorough public comment letter to submit to relevant person/entity
- Meet in person with legislator/staff
- Help strategize/plan



Why Advocate?

Why Advocate

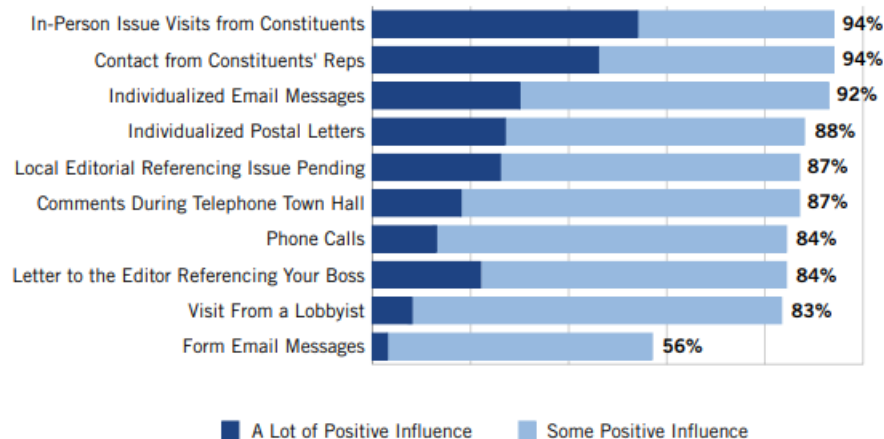
You have more influence
than you think.



Why Advocate



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?

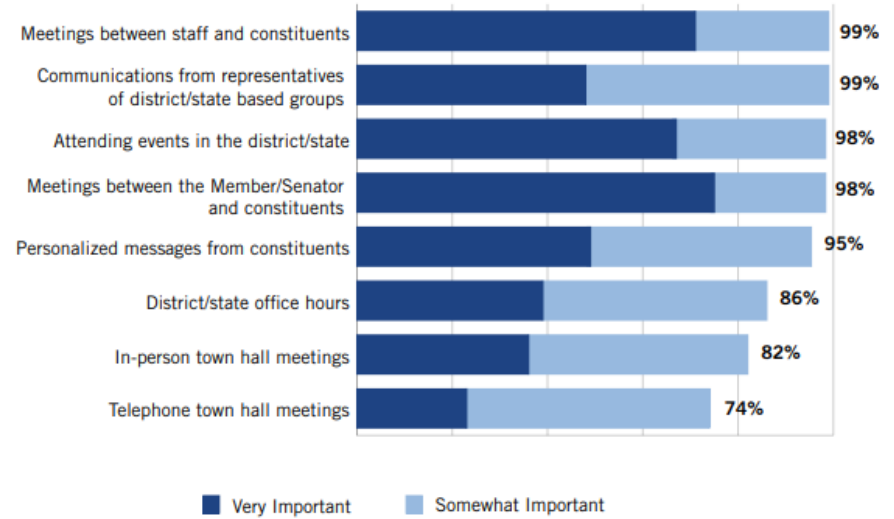


Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.

Why Advocate



In your opinion, how important is each for understanding constituents' views and opinions?



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Questions?