



Advocacy 101: Tools for Exercising Citizenship

Overview: This workshop introduces some basic strategies for activism. The outlined activities are intended to improve individuals' abilities to advocate change to a policy maker or elected official. These practices are linked to the larger development of active, informed citizenship. In this workshop, participants have the opportunity to engage in group activity learning and to practice advocating a given topic. These activities will allow participants to develop skills in presenting various viewpoints.

Category: Advocacy; citizenship; democracy building; leadership skills

Level: Suitable for all levels (introductory to advanced)

Type: Structured activity suitable for workshop (e.g. retreat or training). Activities could be modified for integration into regular meetings and programming.

Focus or Goals of this Guide:

To help people learn how to:

- Share ideas and opinions in a way that is received well by authority figures.
- Form and execute organized movements.
- Organize thoughts and arguments in such a way that is useful to your representative.

Materials:

- Pen
- Lined paper
- Space that allows small groups to break out for activities

How to Prepare:

This activity includes role-play situations that will help teach you how to better write to, call, and meet with your representative. We suggest that you find space where the people in your training can spread out into three groups and discuss their topic, but also enough space to meet the group in whole. Allow each of the groups to decide upon the issue they want to advocate for, but make sure that none of the groups choose the same issue. Give each group sufficient time to talk over the issues and how they will present them. Distribute the handouts for each group that gives tips for their specific mode of communication. After the activity, you will meet again as a large group, so prepare for a discussion of the different modes of sharing concerns and be ready to write key points of what did or didn't work on a flip chart.

How to Do/Brief Outline:

Once you get everyone together, provide a brief brainstorm session on what is advocacy and what it means to be a good concerned citizen. Introduce the activity and talk about why it is so important. Break the group into three smaller groups and assign a mode of communication and the topic they will present. Let them discuss how to present the issues and come to a plan and when everyone is ready, have each group present their plan and how they came to that point. After all the groups are done, come back together and talk about the activity.

The outline has the following parts:

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| 1. Brainstorm session | suggested time 15 minutes |
| 2. Introduce the activity | suggested time 10 minutes |
| 3. Discussion of assigned topics | suggested time 20 minutes |
| 4. Presentations | suggested time 40 minutes |
| 5. Large discussion | suggested time 20 minutes |

1 Brainstorming Session

Suggested time 15 minutes

In the large group, ask everyone to think about what advocacy is and call out one by one their view. Then have people brainstorm what it means to be a concerned citizen and why they think our "decision-makers" listen. Discuss people's thoughts.

Helpful thoughts for guiding comments:

- Advocacy is a way in which we influence our decision-makers about something we strongly believe in.

- Our leaders listen because:
 - Our nation is built by the people, for the people
 - Our politicians are elected by registered voters like us and want to keep these voters happy so they will get reelected
 - The people we elect represent us and our interests
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2 Introduce the Activity

Suggested time 10 minutes

Explain the workshop and give directions of what you want done. Explain that you're going to break them into three groups and then you're going to assign each group a position on three topics. "*Group one will be advocating for a bill that will provide for school vouchers.*" Ask them not to change or discuss whether the position is right or not. The more controversial, the more people will see what they will be up against in reality. (Be aware that certain topics may cause an emotional reaction, whether angry or upset. Explain why it is important to be controversial and that this activity does not need to reflect their actual positions.)

After the above is done, explain that you want the three groups to take their topic and figure out how best to advocate for their issue using the groups assigned form of communication. One group will prepare a letter campaign, one will prepare a phone campaign and the third group will organize a meeting with the representative. Hand out copies of the tips for each group. Tell them that they will be preparing a presentation to show the whole group and how and why they used the tips (or did not use the tips).

- The letter writing campaign group should talk over how to present their issue and then write a sample letter.
- The phone campaign group should figure out how to coordinate and execute a useful operation. They should assign coordinators and callers and create a sample script or notes.
- The group preparing to meet the congressperson should write down sample notes of what their plan is their key arguments and how many would attend. They should be prepared to talk about how they'd go about getting an appointment and what they would say when they actually got in the office.

Handouts with extensive tips for each activity are located at the end of the training.

3 Discussion of Assigned Topics

Suggested time 20 minutes

Break everyone into three assigned groups. Let them talk over how to prepare and present their issue. Go around and answer any questions they need, but be wary not to do it for them. Add helpful hints when needed.

4 **Presentation**

Suggested time 40 minutes

Each group will present their sampled material and explain how and why they came to their plan. Have participants also explain how they used the tips handouts. Every group should have a spokesperson that will do most of the presenting, though others are free to add in their pieces. Ask everyone to be specific and to read the sampled material. Let everyone share and discuss with the whole group. If things do get emotional, don't get anxious. Respectfully put people back on track.

5 **Large Discussion**

Suggested time 20 minutes

When all is done bring everyone back together and have people call out what did or did not work for each group. Write down each on a flip chart and try to give each a little attention, maybe by asking, "Why do you think it didn't work" or "what made you feel good about your argument?" Here is when everyone can put his or her suggestions.

6 **Wrap**

Bring everything to a close and figure out how you want participants to end the workshop. Share any lasting suggestions.

Letter Writing Campaign: Tips for Best Results

It's very simple, you only need a pen and paper to be an effective advocate. Seems too easy, but Congressional staff members will tell you, 10-20 handwritten letters can draw attention to an issue otherwise overlooked or ignored. Just imagine what another 10-20 could do. Here are some tips to help you with your letters:

- Always start with the proper title: Honorable or Representative/Senator.
- Begin your letter by thanking him/her for a recent speech or vote that you found good.
- Make sure your letter is timed well. For example, you don't want to ask a Representative to make a change to a current bill when it is about to be voted on.
- Be specific about the legislative proposal or the issue you are writing about and explain what you want them to do.
- Stick to one or two key issues. Too many issues will dilute your focus.
- When writing your letter, be sure to share concerns and personal experiences. Facts can only go so far in an argument and personality in a letter shows you really care.
- Put your address on the letter as well as on the envelope. Most congressional offices respond to mail from their districts or areas.
- Be brief and courteous in your letter.

When getting others to help:

- Make sure you have all the facts right.
- Write a sample letter for peers to mimic, modify and personalize.
- Have congressional offices addresses handy for people to use.
- Take your campaign everywhere you go.
- If the congressperson takes your suggestion(s), write a thank you note. Continue to keep in touch and influence other letter writers to do the same.

Phone Calling Campaign: Tips for Best Results

Telephone calls are fast and easy ways to express your concerns and they are very personal. Especially with the speed with which things move in politics, phone calls can be the best option. Many lobbyists will tell you that 10 phone calls is background noise, 30 calls are enough to raise awareness, but 100 phone calls by constituents is an emergency.

Here are some tips for making those phone calls:

- Call your congressional member at his/her office.
- Identify yourself and where you are from (school, group name, hometown, etc...)
- Ask to speak with the member of congress or the legislative aide handling the issue of concern. (If neither is available, leave a message with your name, address, and phone number)
- Keep your comments brief. Be sure to make specific requests of your representative.
- Have your argument well researched and be ready to send background information to the office.

When generating many calls to a congressperson, ask your callers to leave a message with the receptionist. Overloading the legislative aide with too many calls will be problematic when trying to build a positive relationship with the staff. Have a few callers contact the aide to let them know that there is an issue.

Here are some tips for organizing an effective phone tree network:

- Choose a main coordinator to maintain and activate the phone tree. This person will pass along the job to several key people, who will continue to pass it along.
- Make a list of current phone numbers of your callers and the offices they will be calling.
- Select a few key people to be responsible for calling up to ten people.
- Give these key people names and numbers to be called.
- Be sure to pass along a short and concise message. Since the message will go through the tree, it needs to be clear enough for everyone to write down and repeat it to the congressional office.
- Keep your phone tree current and working. After the phone tree has been activated, the last persons on the tree should call the coordinator to verify that the messages have made it through the network.

Meeting With Your Congressperson: Tips for Best Results

Meeting face-to-face with your member of congress is one of the most effective ways to influence their opinions. Often elected officials are strongly swayed by the opinions of constituents. It also shows a sign of commitment and concern for your issue. Here are some tips on visiting an elected representative:

- Call your representative's appointment secretary to schedule a meeting time. Tell the scheduler what topic(s) you want to cover and be sure to mention how many people you are expecting to attend the visit. Some congressional offices are small. If you're bringing a large group, the office staff may need to prepare an alternative meeting space. Small groups are okay; you do not need a crowd.
- Organize a diverse group from your congressional district to attend. Consider what may help persuade your representative. For example: invite a member of a prominent community organization or religious, racial, union, etc... group.
- You don't have to be an expert of policy, but you do have to be prepared. You should be familiar with the main points of the legislation you are addressing without engaging the congressional staff in a heated debate. Prepare main points that reflect your key positions.
- Ask for your member of congress to take a specific action. As an active citizen, you may be tempted to bring many issues into your visit, but you will be more effective if you focus on one or two main issues.
- You may meet with a legislative aide instead of your representative. This is still very good. Aides are well informed and can offer critical advice that will help shape the congressperson's position on a range of things. They are influential and can be help you with your cause.
- You may only have a few minutes with the elected official or his/her staff. Keep it short and stick to your points. If you do get more time, you can discuss additional points about the issue and hear his/her views and opinions.
- After your visit, stay in touch with the office by sending a thank-you note. This is your opportunity to build a relationship with your representative. Follow-up in a timely manner with any requested materials and information. If the official commits to take specific action, keep an eye on it.

Sample Letter

September 7, 2000

Representative Bentsen
US House of Representatives
Washington, DC 20515

Dear Honorable Bentsen,

Thank you for supporting the recent House legislation to increase the minimum wage by \$1 over two years. As you know, the debate is not over yet. In this critical time, I urge you to cosponsor the Hunger Relief Act (HR 3192) and continue to support an increase in the minimum wage of at least \$1 over the next two years.

One in ten households in the US cannot afford the food their families need. In my work at Shepherd's Table in southwest Houston, I have met many hard working families whose full time job does not make ends meet. Improvements in the Food stamp Program and a higher minimum wage would help these families make work pay and put food on their tables.

Your leadership on these issues is very important. I look forward to working with you to help end hunger in our world.

Sincerely,

Mary McCurry
123 Stella Link
Houston, TX 77012

Important Contact Information:

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US House of Representatives
Washington, DC 20515

Senators
US Senate
Washington, DC 20510

Capitol Switchboard: (202) 224-3121

President
The White House
1600 Pennsylvania Ave., NW
Washington, DC 20500
White House Comment Line: (202) 456-1111