
January Policy Webinar

FEBRUARY 16, 2022

How to Build an Advocacy Program

*Presented by: Advocacy, Communications, and Organizing
Teams*



Presented by the LWVUS A+L Team

Agenda

Join us for an advocacy
adventure!

- Housekeeping, and Community norms
- Intro/Norms
- Share Out
- Advocacy
- Communications
- Organizing
- Q&A

Housekeeping

- All trainings will be recorded to keep accurate notes to share with attendees and others after the call.
- If you are not speaking, please mute yourself to minimize sound issues.
- Make sure you identify yourself (name, League, State & pronouns) when asking questions
- **Staff will be monitoring the chat box.** If you have any questions or thoughts throughout the call, please feel free to drop them in the chat box.

Community Norms

! Bring your full self and limit distractions



Use the chat box to add thoughts, experiences, and/or questions



What is learned here, leaves here



Much of what we discuss is conjecture



Don't yuck my yum



Oops, ouch, and educate



Assume best intentions

POLL

**What do we mean
when we say
Advocacy Program?**



**What Advocacy Programs
have you run/wish to run?**

Determine League Position





What is your Goal?

- Timeline
- C3 vs C4
- Funding

League Capacity



Past Work/Tools

Outreach Circle

Social Media

Action Alerts

Events

LTE's

Oped's



Identify Allies

- Coalition Partners
- Community Leaders
- Legislators
- Other Leagues

Other Considerations

- Create Check-In/Update standards
- Create Messaging Guidelines
 - Talking points
 - Position summary
- Rapid Response??
- Summary of Impact/Outcomes



Support From LWVUS

- Commination's
- Organizing
- Advocacy
- Litigation

Formulating Your Action Message

- Resonate with legislators AND the public
- Who is impacted by the issue?
- Why is this action important?
- Who does the action target and why?



Talking Points

- 3 to 5 short points that summarize the issue and your call to action
- Help League leaders speak with one voice
- Prepare spokespersons for media interviews
- Resource for partners



Press Interviews

- Lean on talking points
- Prepare pivot statements
 - “What people/voters really need to know is...”
 - “What I’m really here to talk about is...”
- Mention your call to action – have somewhere to send people
- Nice to have some stats or numbers to sprinkle in
- <https://www.lwv.org/league-management/talking-points-templates/tips-media-interviews>

Press Statements

- Respond to important developments
 - Bill introduction
 - Vote
- Block quote from League spokesperson
- Draft ahead if possible
- Send to press, add to website, share on social media



FOR IMMEDIATE RELEASE
www.lwv.org
September 1, 2021

Contact: Kayla Vix
(202) 809-9668 (office)
(316) 644-5162 (cell)
kvix@lwv.org

League of Women Voters Response to SCOTUS Failure to Block Texas Abortion Law

WASHINGTON & AUSTIN, TX — Last night, the US Supreme Court declined to rule on a Texas law that bans abortions after six weeks of pregnancy and allows private citizens to sue abortion providers and those who aid a person in obtaining an abortion. League of Women Voters of the United States Board President Dr. Deborah Ann Turner and League of Women Voters of Texas President Grace Chimene issued the following joint statement in response:

"By refusing to rule on Texas's near-ban on abortions, the Supreme Court allows a horrific, anti-woman law to take effect in the state. Not only does this law essentially ban abortion services, but it opens up service providers to unjust lawsuits by private citizens simply for doing their job.

"The League of Women Voters of Texas advocated strongly against this law and other attempts by the Texas legislature to roll back reproductive rights."

"Reproductive choice is not only a dire issue concerning the rights of women and all people who may become pregnant, but one of racial and economic justice. Limits on reproductive health services disproportionately impact Black, brown, and low-income communities, therefore upholding and perpetuating income inequality and white supremacy.

"Bodily autonomy is a personal right. The League of Women Voters believes every person deserves the access and the privacy to make their own reproductive choices, and we will continue the fight for reproductive justice in Texas and across the nation."

[Read this press release online here.](#)

###

Find us online: [Facebook](#) | [Twitter](#) | [Instagram](#)

[The League of Women Voters](#) envisions a democracy where every person has the desire, the right, the knowledge and the confidence to participate. We believe in the power of women to create a more perfect democracy.

Op-eds and Letters to the Editor

Op-ed basics

- Find a unique angle
- 500 to 800 words
- Include a story
- Make your action ask clear

LTE basics

- Response/reaction
- 250 words or less
- Can be used if op-ed pitch unsuccessful



How H.R. 1 could help more women make history

BY VIRGINIA KASE, OPINION CONTRIBUTOR — 03/05/19 04:30 PM EST
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

18 COMMENTS

814 SHARES



Just In...

Senators clash on the floor over wearing masks: 'I don't need your instruction'

SENATE — 27M 32S AGO

\$73 million settlement reached in University of California sex abuse lawsuit

COURT BATTLES — 31M 57S AGO

Stanford seeks distance from Trump adviser over coronavirus comments

HEALTHCARE — 45M 52S AGO

Biden campaign manager to serve as deputy chief of staff: reports

ADMINISTRATION — 1H 1M AGO

Schumer: Lack of coordination on transition 'endangers lives'

SENATE — 1H 2M AGO



© iStock

In the 2018 midterm elections we saw more women and people of diverse backgrounds run for office and win elections than ever before. As a result, we are starting to see a government that looks more like the people it represents. To continue building a democracy that better reflects our country, more everyday Americans should have the opportunity to run for office. But time and time again we see the candidates with the deepest pockets win elections.

Right now, there is sweeping legislation moving through the House of Representatives that stands to change that. The *For the People Act*, also known as H.R. 1, includes a public financing system for elections that will level the playing field for all candidates.

Most Popular

- 1 Georgia secretary of state says...**
→ 2,902 SHARES
- 2 Third GOP senator comes out...**
→ 1,586 SHARES
- 3 McConnell warns Trump against...**
→ 980 SHARES
- 4 State GOP lawmakers say they'll...**
→ 794 SHARES
- 5 Three attorneys withdraw from...**
→ 753 SHARES
- 6 NYT's Bruni suggests Ivanka Trump...**
→ 742 SHARES

<https://www.lwv.org/league-management/guides/tips-op-eds-and-letters-editor>

Social Media Pressure Campaigns

Tweetstorm

- Best with partners or coordinated across Leagues
- Provide draft posts & graphics
- Schedule strategically

Call to Action + Getting Attention

- Link to action page
- Include graphic or picture
- Use hashtags (#OHleg, #FlaPol)



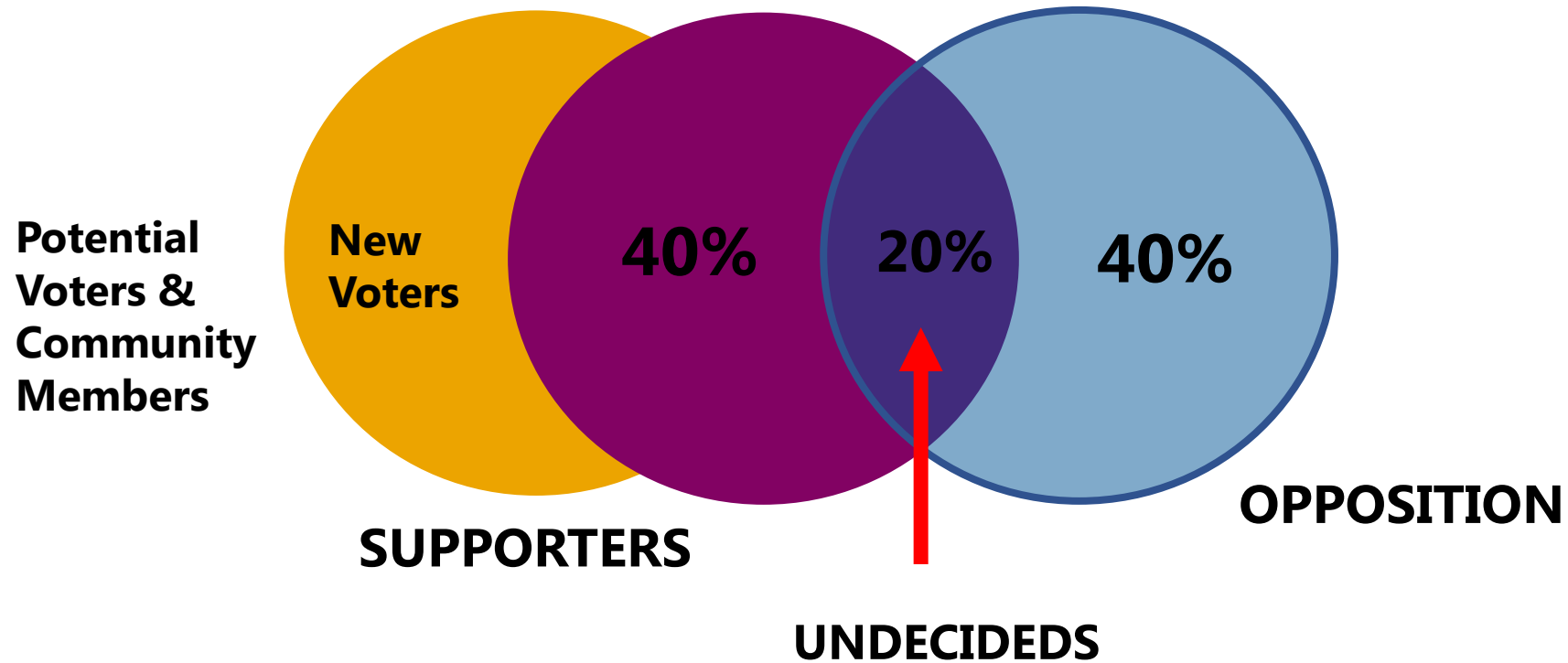
What are the Goals of Base Building?

Creating Infrastructure

- Growing your volunteer base
- Leadership development
- Supporting communities and constituencies to be “players”
- Bringing community issues to the forefront
- Building for future campaigns and initiatives



Building Your Base Of Volunteers



Elements of a great volunteer program

- **The Plan**
- **The Ask**
- **The Training**
- **The Growth**
- **The Culture**

Recruiting

Think about which communities are most disproportionately impacted by the issues you work on. Are they at the table? Are they in your organization?



- Where are you going to recruit volunteers?
- How are you making sure to go to volunteers/communities where they are at rather than waiting for them to come to you?
- What has been successful in recruiting volunteers?

Take Action with OutreachCircle!

- Email + Text + Social Media campaigns
- Share Facebook Posts
- Share Links (Articles, Action Alerts, Volunteer Opportunities)
- Donate Money
- Survey your Supporters

Questions