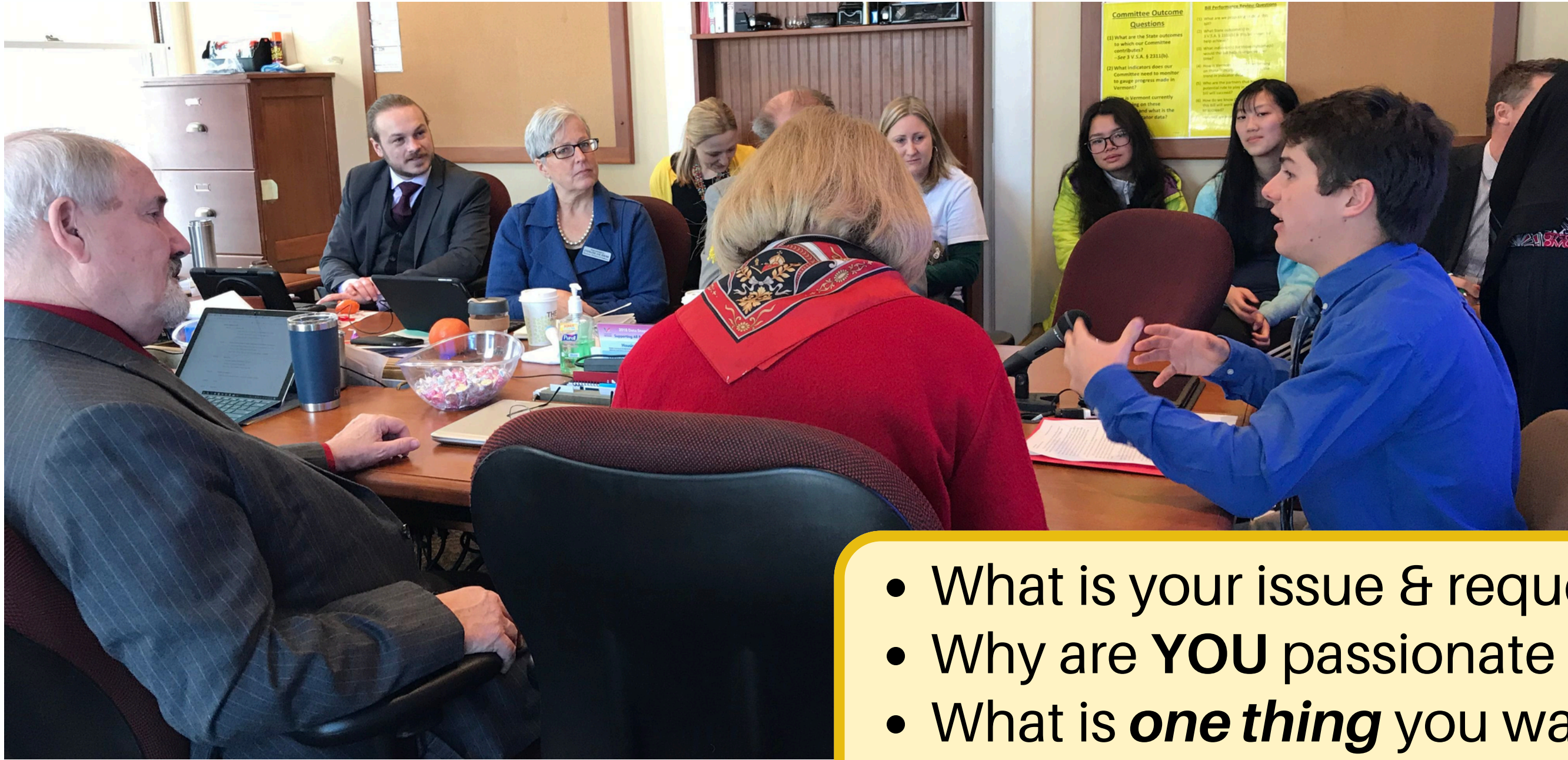


TELL YOUR ADVOCACY STORY

TELLING YOUR ADVOCACY STORY



- What is your issue & request?
- Why are **YOU** passionate about it?
- What is ***one thing*** you want decision-makers to understand and remember?

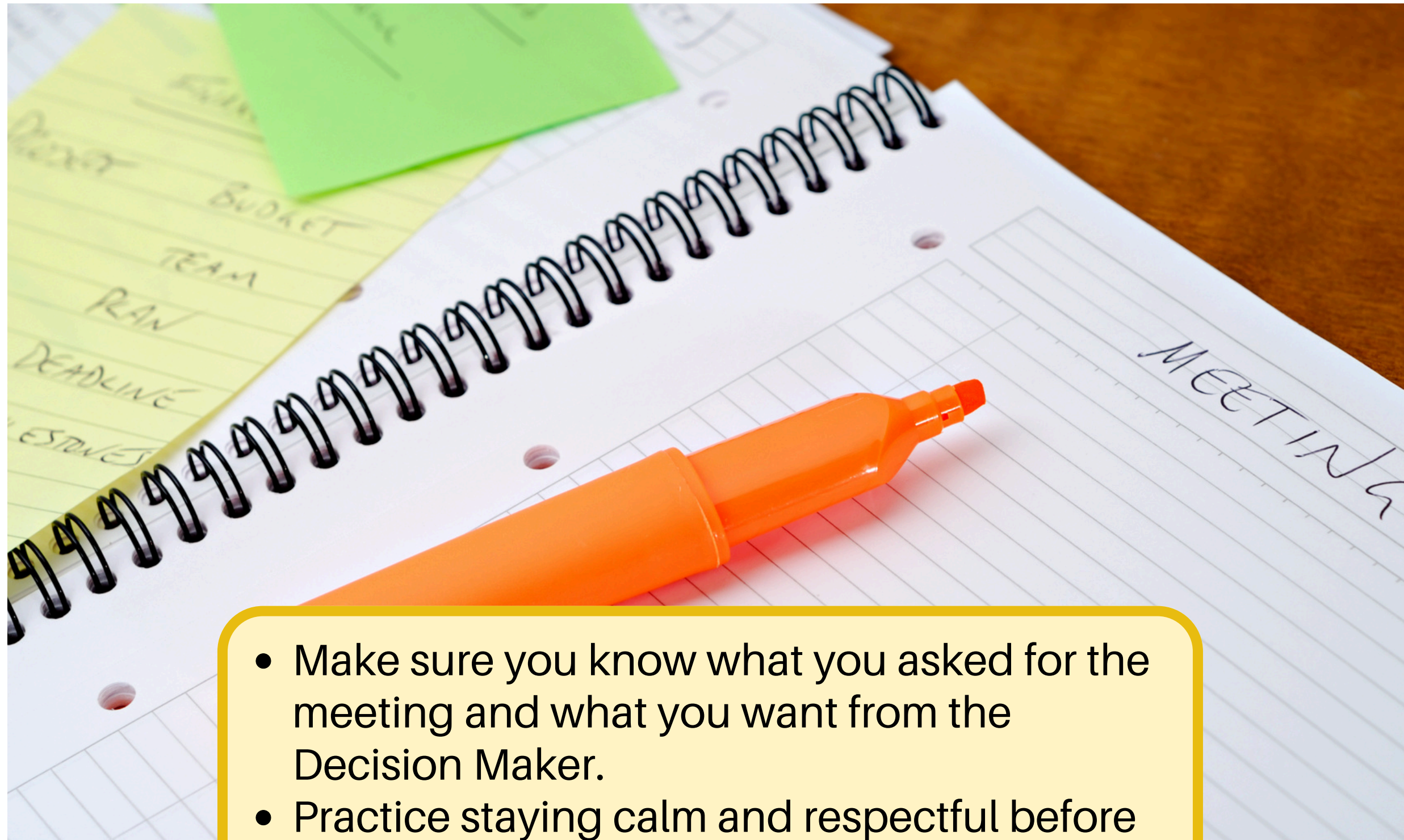
THE WHAT & WHY ARE IMPORTANT

When you decide you want to engage in advocacy it is important to first get clear on **WHAT** you want and **WHY** it is important to you, specifically.

Decision Makers want to know what you are asking them to do. They also want to know what drove you to talk to them about this issue.



BE PREPARED



- Make sure you know what you asked for the meeting and what you want from the Decision Maker.
- Practice staying calm and respectful before your meeting, too.
- It is your job to keep the meeting on track.

REMEMBER: DECISION MAKERS ARE PEOPLE

- Decision Makers want to know why you are interested in an issue.
- Focus on your **REAL REASON**, not the data.
- Connect your issue to your values, your hopes for the future, or your lived experience.



#1 THING TO REMEMBER: YOU ARE MEETING WITH A PERSON



Most decision makers will be in those positions for a long time.

Also, sometimes it takes a long time for the decision you are advocating about to finish the process.

Building strong relationships of trust and goodwill will help you be a better advocate and help to move your issues forward.

**BUILDING
RELATIONSHIPS
IS ALWAYS
THE #1 GOAL!**

GET READY — DECIDE WHAT YOU WANT TO SAY

Before you have your meeting, think about each part of the meeting and write down what you want to say.

You will need a few sentences to introduce yourself and your issue.

Also, write down 3 important things you want to make sure you say in the meeting.

And write down *Thank You* so you don't forget to say it.

HAVE SOME PIVOTS IN YOUR POCKET!



- “I see your point. The way I look at it is...”
- “That’s a good question. (pause) Here’s how I think about this issue...”
- “The important thing to remember is...”

ROLE PLAY TIME!



ADVOCACY STORY FEEDBACK

- Did you understand the issue/request
Can you repeat it?
- Did you believe the story? Did it feel
both personal and true?
- What was the overall feeling and
message?
- What is your key takeaway?



TOP TIPS FOR WORKING WITH DECISION MAKERS

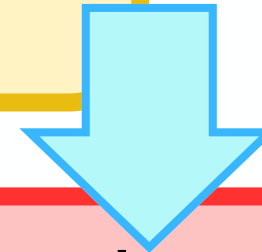
in real life or virtually

- Work to establish a relationship of trust and goodwill.
- Learn their process enough to know when to provide useful information.
- Be clear in your requests and feedback.
- Be prepared when meeting with decision makers or testifying.

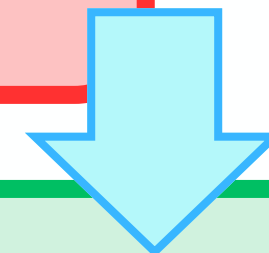


FOLLOW UP IF YOU DON'T KNOW THE ANSWER

When you are talking with a Decision Maker about issues that are important to you, you don't have to know everything.



It is helpful to understand what is happening in their decision-making process and some things about them as people.



It is **ALWAYS** ok to say you don't know the answer and to let them know you will follow up with the answer.



TESTIMONY OUTLINE

1. **Say thank you** for listening and state your full name, town & any affiliation that is relevant
2. **State your request** clearly
3. **Tell a story** or share some reasons why you are asking for that particular request
4. **Say your request** again
5. **End by saying thanks** for listening

SAMPLE AGENDA FOR A DECISION MAKER MEETING

Introductions

- You and anyone coming with you should be prepared to introduce themselves with just a few sentences.
 - Say your name and where you live and one thing about yourself that you'd like the Person to know.
 - The Person might ask questions here, to show interest. Keep answers short and keep the intros moving along.
- Then, invite the Person to offer a brief introduction of him/herself.
- If the Person says something that you don't understand or that you are interested in, you can ask a question, but keep it short.
- Thank the Person for taking the time to meet with you.

SAMPLE AGENDA FOR A DECISION MAKER MEETING

Tell the Person why you asked for the meeting

- **VERY BRIEFLY** describe the issue that is important to you (the reason for this meeting). Offer a few relevant facts and note what your “ask” is.
- Have a factsheet, a picture, or something else to hand to the Person when you begin this part of the meeting. Also have a pen available, in case they want to take notes.
 - Don’t give them a giant packet of information. One piece of paper is plenty.
- Ask the Person if they already have a position on your issue, or if not, if they have any thoughts after listening to you.
 - Note any questions the Person asks - even if you answer them right away, write the questions down.
 - Also note any specific statements the Person makes about your issue.
 - Do **NOT** argue with the Person. Just listen and clarify or answer questions if needed.
- Let them know you want to continue the conversation with them, and that you will email them with some additional materials.
 - Send your email as soon as you can after your meeting, so you don’t forget, and you have their questions fresh in your mind.

SAMPLE AGENDA FOR A DECISION MAKER MEETING

Thank You and Looking Forward

- Thank the Person for their time and for listening to you.
- If they expressed support, thank them especially for that support and let them know you look forward to working with them on your issue.
- If they expressed opposition, thank them for listening and tell them you will continue to be available to answer questions.
- Ask the Person if they have any additional questions or requests from you. The more you can act as a resource, the better your relationship will be.

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