



**Cincinnati**

# **Impactful Advocacy**

**What is it, and who has time?**



## Agenda

- What is advocacy?
- Why do it?
- How do I do I find the time?
- Q&A



**What is advocacy?**

Two types

- Formal
- Informal



## WHAT IS ADVOCACY?

4 things

- Specific position
- Specific reason(s)
- Specific desired outcome
- Specific ask



**Why advocate?**

# WHY ADVOCATE

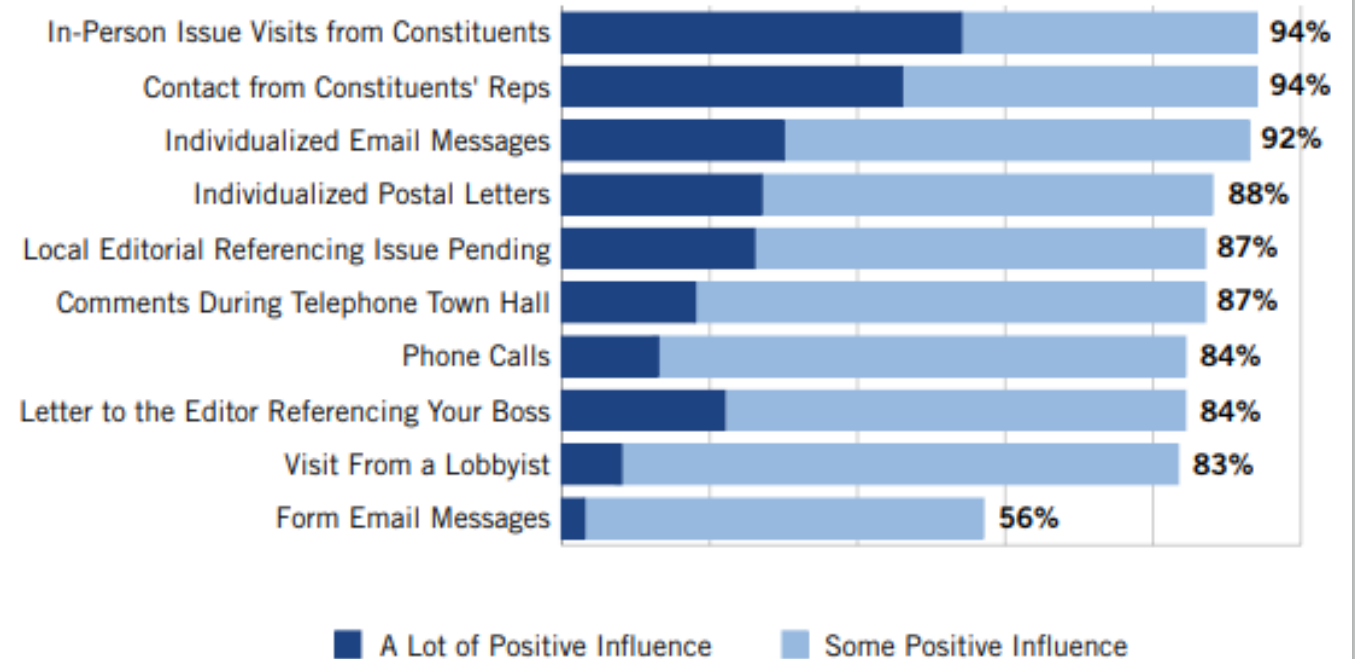
Your voice is more  
powerful than you think



# 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?**



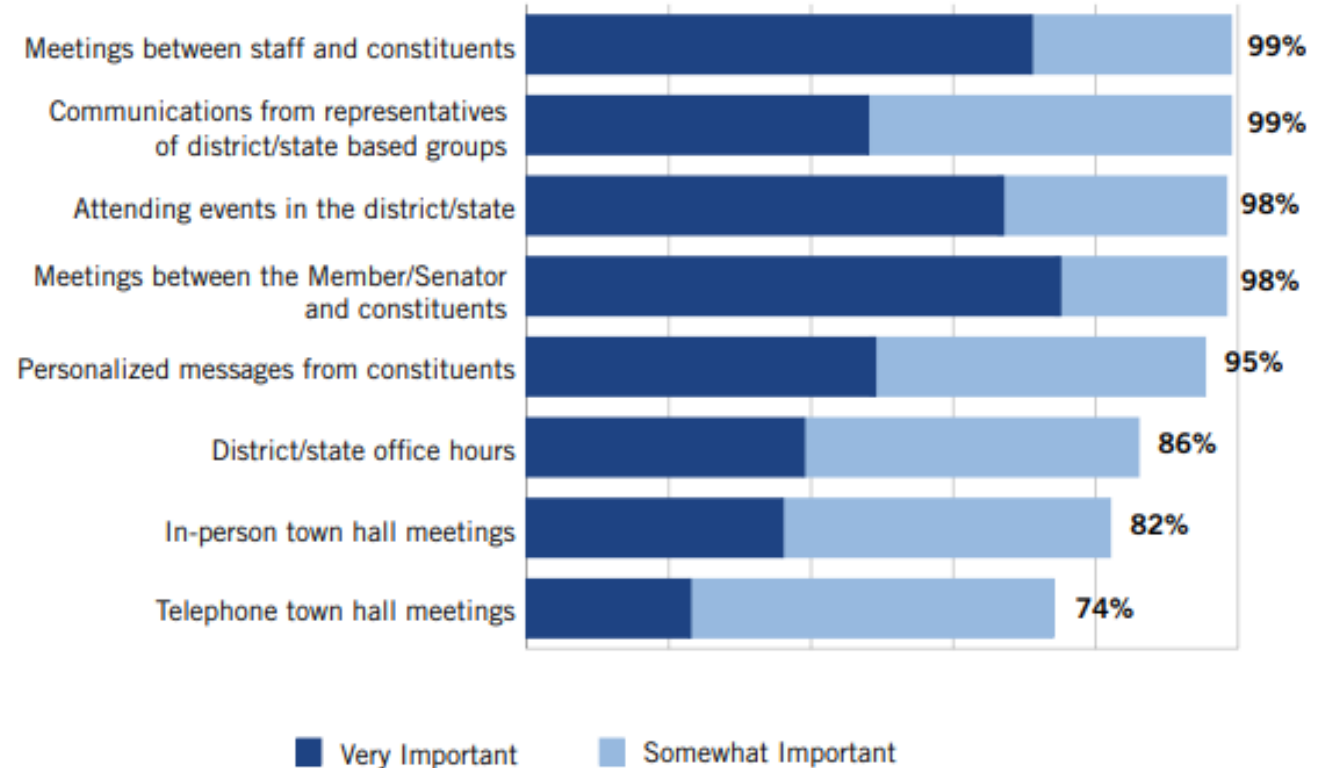
Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.



# WHY ADVOCATE?



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



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

**How do I find the time?**

# FINDING THE TIME

There's something for everyone



## FINDING THE TIME

5 minutes

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



## FINDING THE TIME

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



## FINDING THE TIME

30 minutes

- Have a Zoom call w/legislator or staff
- Write a personalized email about the issue or concern
- Watch a short training video
- Read more about your issue/concern



## FINDING THE TIME

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
- Research/read about your issue
- Write/submit an Op-Ed or LTE



## FINDING THE TIME

More than an hour

- Write thorough public comment letter to submit to relevant person/entity
- Meet in person with legislator/staff
- Help Cincinnati team strategize/plan
- Attend a public hearing or council/commission meeting





**Questions?**

**Thank you.**