

# Policy Advocacy Matters

Preparing for Policy  
Advocacy at the State Level



# The Message Matters



- Define the Issue or Problem
- Highlight the Solution
- Identify Target Audience (*Decision Makers and Influencers*)
- Address Target Audience's Key Values or Concerns

# Research and Evidence Matter

- Gather Research and Supportive Information (*Empirical Research Studies, Data, Cost Analysis, Funding Streams/Opportunities*)
- Identify Statistics from Key Studies
- Identify Subject Matter Experts



# Messengers Matter



- Recruit Diverse Supporters to Join the Coalition
- Prioritize the Inclusion of Persons with Lived Experience
- Convene and Educate Supporters
- Mobilize Supporters

# Opposition Matters

- Identify Opponents and Their “Why?”
- Neutralize Opposition



# Relationships Matter

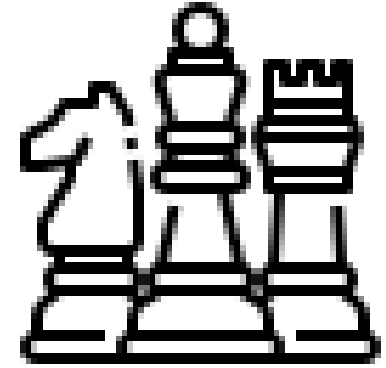
- Get to Know Key Influencers/Decision Makers
- Get to Know Potential Allies with Interest in Issue
- Embrace Unexpected Allies



# Media Coverage Matters

- Identify Local Reporters and Publications
- Create Strategic Communications to Target Audience
- Activate Social Media Platforms

# Strategies Matter



- Planning Ahead
- Employ a Variety of Tactics:
  - Email (Phone, Letter, Twitter) Campaigns
  - In-Person Visits to Legislators
  - Writing and Placing Op-Eds
  - Public Education Using High Quality Research (Statistics, Facts)
  - Legislative Testimony





# Evaluation Matters

- Closely Monitor Advocacy Activities
- Identify Effective Strategies
- Recognize Unsuccessful Strategies



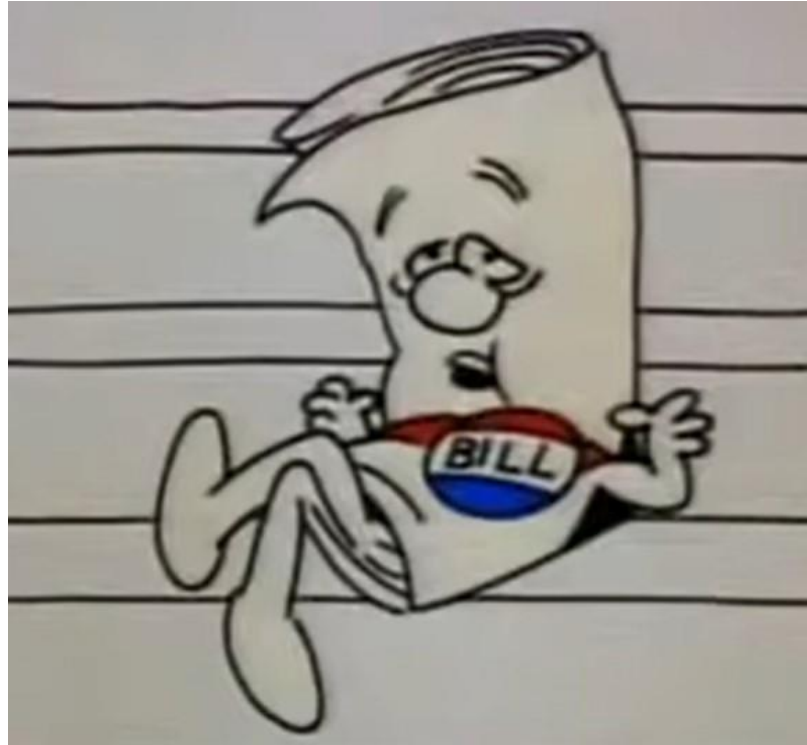
# What is Lobbying?

- Requesting elected officials to take action in support or opposition of pending legislation.
- *Bolder Advocacy Resource:*  
<https://bolderadvocacy.org/>

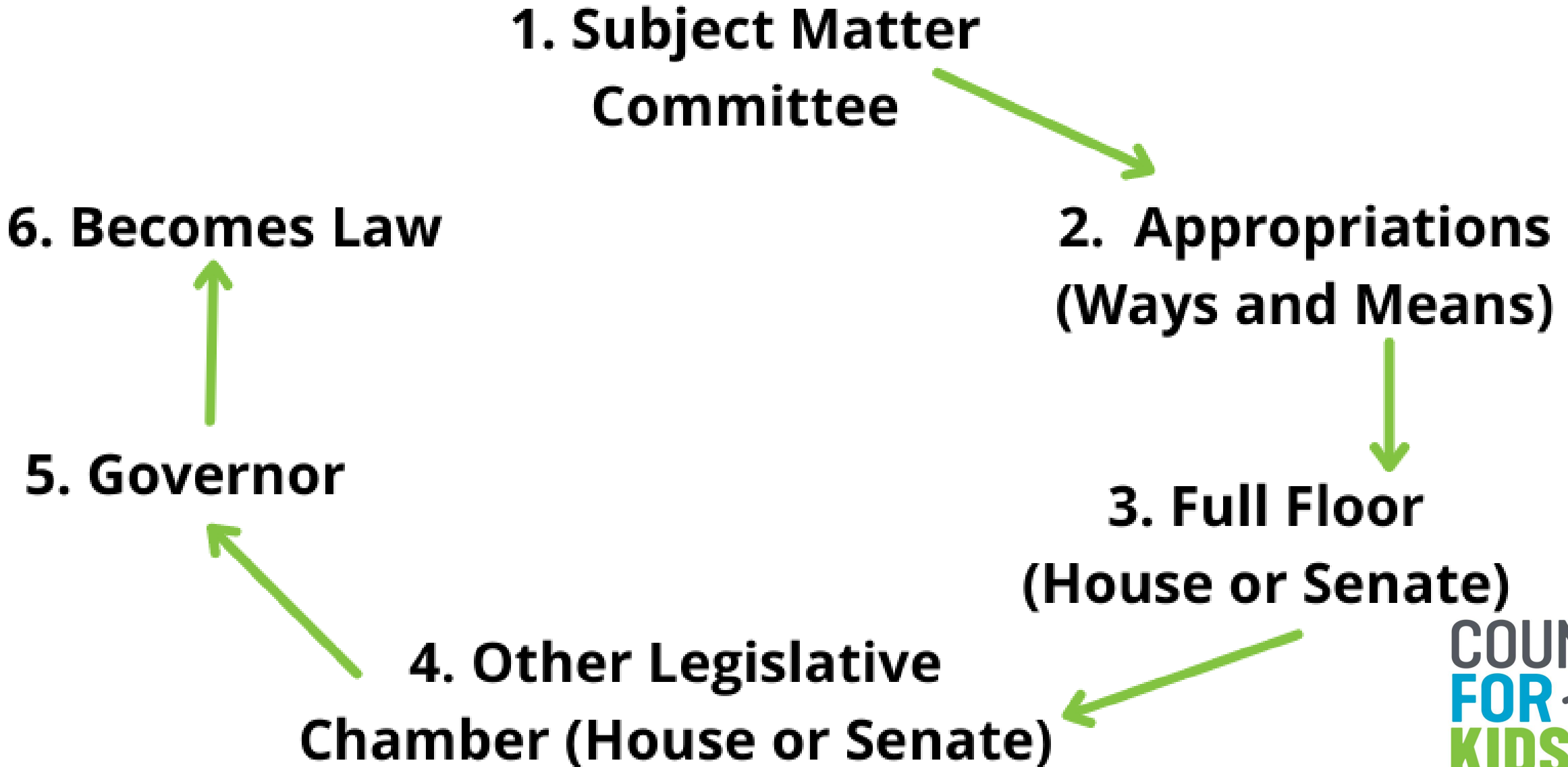
# How a Bill Becomes a Law

Schoolhouse Rock:  
“I’m just a bill...”

<https://www.youtube.com/watch?v=Otbml6WlQP0>



# How a Bill Becomes a Law



# How a Bill Becomes a Law

## Variation State by State

Examples of process:

- [Florida](#)
- [Indiana](#)
- [Maine](#) (*best visual*)
- [Montana](#)
- [Oregon](#)

How does it  
work in my  
state?

# How a Bill Becomes a Law

## Variation State by State

Texas <https://tlc.texas.gov/docs/legref/legislativeprocess.pdf>

California [http://www.leginfo.ca.gov/pdf/Ch\\_09\\_CaLegi06.pdf](http://www.leginfo.ca.gov/pdf/Ch_09_CaLegi06.pdf)

Maryland <https://mdacc.org/wp-content/uploads/Legislative-Process.pdf>

Washington [https://leg.wa.gov/CivicEd/Pages/bill2Law\\_elementary.aspx](https://leg.wa.gov/CivicEd/Pages/bill2Law_elementary.aspx)

Montana <https://leg.mt.gov/content/About-the-Legislature/Resources/how%20a%20bill%20becomes%20law.pdf>

Minnesota <https://www.senate.mn/publications/billlaw.pdf> or [https://www.house.leg.state.mn.us/hinfo/leginfo/How\\_a\\_bill.pdf](https://www.house.leg.state.mn.us/hinfo/leginfo/How_a_bill.pdf)

Oregon [https://www.oregonlegislature.gov/citizen\\_engagement/Pages/How-an-Idea-Becomes-Law.aspx](https://www.oregonlegislature.gov/citizen_engagement/Pages/How-an-Idea-Becomes-Law.aspx)

Missouri <https://house.mo.gov/billtracking/info/habbl.pdf>

Massachusetts <file:///C:/Users/19124/Downloads/HowAnIdeaBecomesLaw.pdf>

Hawaii <https://lrb.hawaii.gov/par/wp-content/uploads/sites/2/2019/12/A-Bills-Journey-flow.pdf>

Indiana <https://www.in.gov/gov/files/BillintoLaw.pdf>

Illinois [https://www.ilga.gov/commission/lis/98bill\\_law.pdf](https://www.ilga.gov/commission/lis/98bill_law.pdf)

Idaho <https://legislature.idaho.gov/resources/howabillbecomesalaw/>

Florida <https://www.flsenate.gov/PublishedContent/ADMINISTRATIVEPUBLICATIONS/idea-to-law.pdf>

Maine <https://legislature.maine.gov/doc/1702>

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