



Advocacy 101

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What is Advocacy?

- an activity done to help a person or group achieve a desired outcome for that person or group
- educating yourself, your community, and your elected leaders
- becoming a resource for others interested in your issue

What is Lobbying?


- The activity by an individual or group implies a call to action (i.e. rally at the capitol)
- The activity directly mentions legislation and attempts to influence the outcome
- A specific public official is mentioned within the context of an activity (i.e. visit your legislator)

What is A Lobbyist?

- Defined as “individuals who are paid to communicate with public office holders in an attempt to influence government decisions”.
- There are 3 categories of lobbyist
 - consultant lobbyists;
 - in-house lobbyists (corporate); and
 - in-house lobbyists (organizations).

How Does A Bill Become A Law?

Legislator has an idea and wants to affect change



The draft bill is sent to legal experts at Legislative Reference Bureau



A co-sponsor memo is sent out

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graph TD; A[The bill is given a number] --> B[The sponsor of the bill introduces the bill to the floor]; B --> C[Once introduced the bill is assigned to a committee];
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graph TD; A[The committee will exam the bill, possibly holding a hearing, and then vote on the bill] --> B[If the bill passes the committee vote, then the bill moves to the entire chamber; if the bill fails to pass the committee vote, the bill is dead]; B --> C[The entire Floor (House or Senate) must consider the bill on three separate days];
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The entire Floor (House or Senate) must consider the bill on three separate days

If on any of these considerations the majority of the Floor votes against it, the bill dies

If the bill is passed by a majority vote on each day the bill is considered passed by the Chamber

The bill then is sent to the opposite chamber for consideration


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graph TD; A[When the bill is received it is sent to a committee for consideration] --> B[Once introduced the bill is assigned to a committee]; B --> C[The committee exams the bill, possibly holding a hearing, and then vote on the bill];
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Getting Started

- Know your audience:
 - History
 - Factual resources
 - National/statewide/local
 - Studies
 - New and old
 - Funders?
 - Surveys
 - Voter attitudes
 - Partners
 - Opposition

Getting Started (con't)

- Know your audience:
- Media
 - Editorials
 - Opinion pieces
 - Articles
- Legislators
 - Platform
 - Voting record
 - Interests
- Community
 - Potential partner/opponent

Using the Right Approach

- Personal contacts outside of politics
- Face to face meetings
- Official and political events
- Telephone
- Email
- Letters

Preparing for A Meeting

- Schedule the meeting
- Call to confirm 48 hours prior
- Arrive early
- Observe surroundings
- Staff also important

The Meeting

Announce the purpose of the visit

Distribute an issue brief/fact sheet

Viewpoint—why the issue affects you personally

Outcome—impact of the issue on district

Collect input and ideas—ask for questions

Alright to disagree!

Commitment cannot be expected *but make the ask!*

Your appreciation for their time and interest

Follow Up

- Personal letter on your letterhead
- Thank legislator for the time
- Remind them of the issue and its importance
- Offer additional information and ongoing assistance

Current Asthma Policy Initiatives (examples)

- House Asthma Caucus
- Clean Indoor Air Act
- Clean Air Act
- World Asthma Day Proclamation
- American Lung Association in Pennsylvania
Advocacy Day- May 1