

Advocacy and Influence

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The Nature Conservancy

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Trust for Public Land

Effective Messages

- Clean air and water
- Economic Benefits: Timber, food recreation
- Safety
- Avoided Costs
- Legacy

Resources

- Return on Investment:
 - MA, ME, NH
- Data on land protection

Examples

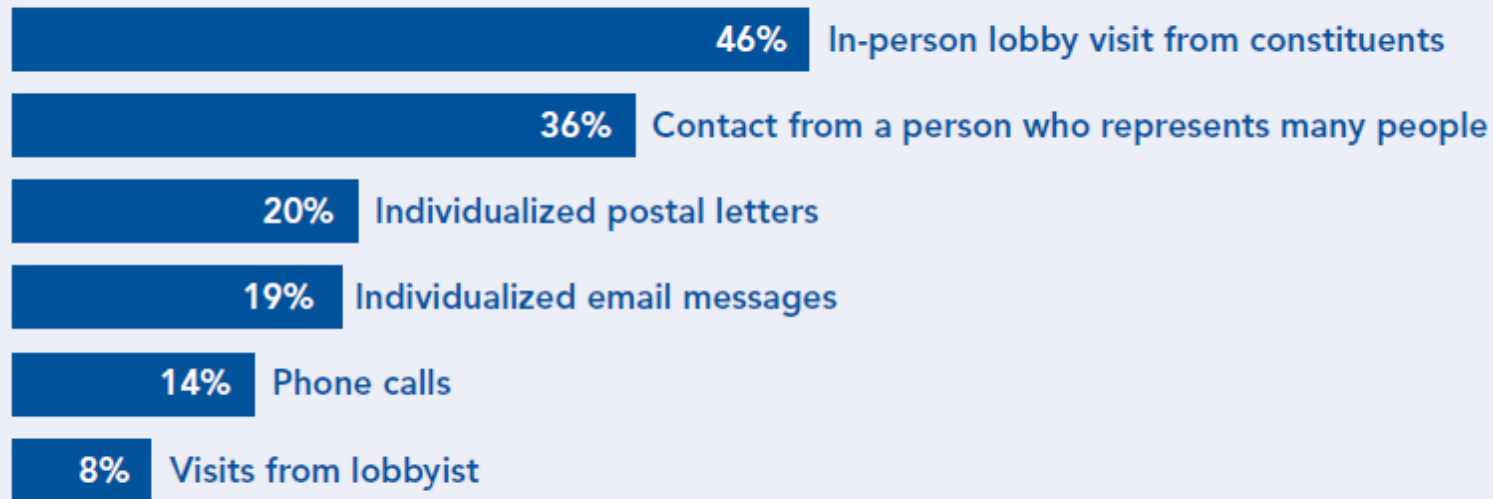
- MA EnviroBond
- ME Ballot Question
- MA Infrastructure
 - Safety
 - Avoided Costs
 - Healthy land and water

Elected Official Roles

- Representative of constituents
- Delegate of communities
- Trustee
- Allocation of Resources
- Policy work

Influence

Congressional staff who think the following strategies have a lot of influence on a legislator who is undecided on an issue

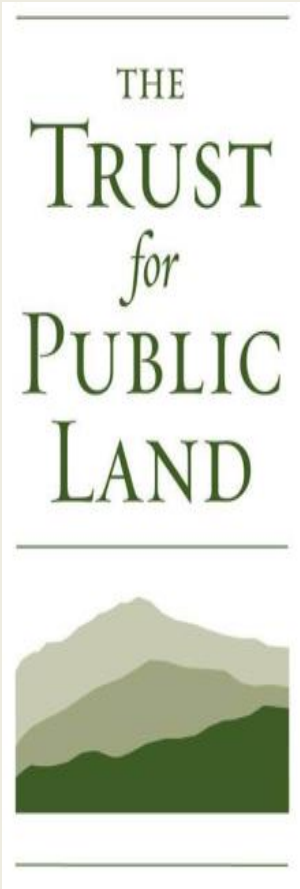


Congressional Management Foundation, 2010 Perceptions of Citizen Advocacy on Capitol Hill

Find out more: www.fcml.org/congress_communication

Prepare For Your Visit

- Make an appointment
- Get to know staff
- Do your homework
 - Know their voting record and bills they are cosponsoring
- Find a “thank you”
- Define your “ask”
 - Know status, prognosis, supporters, opposition
- Team
 - Assign jobs (note taker, photographer, leader)
 - Rehearse message ahead of time



Getting Organized

Five Step Process:

- Determine Your Objectives
- Research Your Audience
- Develop Your Message
- Choose Your Messenger(s)
- Deliver Your Message

Develop Your Message

Message Building Blocks

- Be concise
- Identify yourself
- Don't assume the audience has knowledge of your subject
- Be truthful and believable
- Be polite and positive
- Make a clear ask



The Successful Lobby Visit

- 10 to 30 minutes long (30 second elevator speech)
- Deliver anecdotes and specific facts that reinforce your message
- Ask for a commitment
- Leave behind 1 page fact sheet and other supporting material (contact information)
- You don't have to be an expert
- Follow up

Follow up

- Write a thank you note
- Provide additional information (if you said you would)
- Repeat your ask
- Follow their actions and thank them if they do what you asked
- Consider thanking publically
 - (LTE, newsletter, FB, twitter...)



Outreach and Awareness

- Newsletters, Action Alerts, position papers
- Social media, website
- Local media
- Invite legislator to local events
- Present Awards
- Volunteer: campaigns/contributions

Opposition

- National efforts to organize local opposition
- Effective messages
- Strategies and tactics

THANK YOU