

ADVOCACY TOOLS

TIPS FOR LEGISLATIVE ADVOCACY

“How-To” Tips to Legislative Advocacy

Build a relationship and get to know your legislators:

1. Introduce yourself to elected officials at public events.
2. Don't be a stranger to your elected officials and their staff. Familiar faces are more persuasive than unfamiliar ones. Keep ongoing communications.
3. Always say thank you and be polite, even if you disagree with your elected official's position on issues. Be direct, but always respectful.
4. Learn more about your elected official by doing research on his/her political party, the legislative committees he/she serves, any leadership position they might serve, their voting record and any personal facts such as civic work in the community.

How to get your message across.

1. Clearly define the issue your issue. Be concise and to the point; stating your views in a few sentences. The key to influence is not volume, but precision.
2. If possible, state a solution along with the problem.
3. Be able to discuss how your issue affects your community, family, organization or workplace.
4. Put a face on your issue. Give a real life example of the issue.



Stay in Informed.

1. Sign up for Education Voter's email list to stay updated on current events regarding state education policy.
2. Read your local newspaper, listen to local radio news shows, and watch your local TV news
3. Attend your local school district meetings and local community events.

Stick with it!

1. Change does not occur overnight; consistent participation is essential for long-term success.
2. Legislators who voted against one issue, may be a strong supporter of another issue.

The First Five Steps to Getting Involved:

- Sign up for updates at www.EducationVotersPA.org
- Learn more about education issues and what is happening in Harrisburg by visiting our website and joining our Facebook and Twitter pages.
- Commit to calling your legislators at least twice and tell them why public education is important to you.
- Talk to your neighbors and friends about the importance of public education and identify people who can join this effort.
- Spread the word - we are available to speak at your next meeting (parent group, civic association, etc.) or if you want to pull some people together yourself.