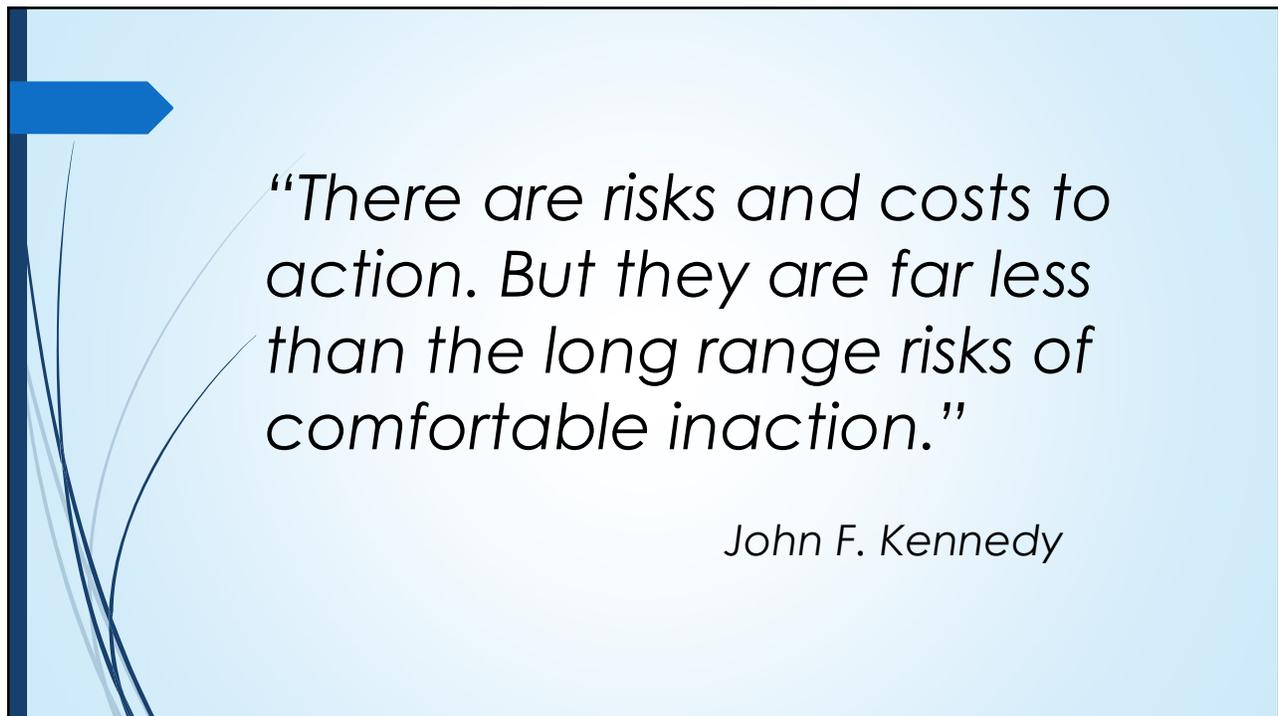


Planning for Advocacy Success

A Guide to Help You Get and Stay Engaged Throughout the Year



“There are risks and costs to action. But they are far less than the long range risks of comfortable inaction.”

John F. Kennedy

Today's Presentation

- ▶ Dispelling the Advocacy Myth
- ▶ Creating an Advocacy Plan
- ▶ Getting your Council colleagues engaged



The Advocacy Myths

- ▶ Zeus Helps Us Dispel the Myths



- ▶ Advocacy takes too much time.
- ▶ Advocacy is too hard and only for the experts.
- ▶ Advocacy doesn't make a difference.

Why You Need an Advocacy Plan

Athletes and coaches know you have to develop and execute a plan to win. Being a successful advocate is no different. If you take the time to prepare a simple advocacy plan...you and your community will reap the benefits.



Think About...



How much time do I have for advocacy?



What are my advocacy goals?



Successful strategies I'm already doing.



Areas where I need to improve.

Advocacy Questionnaire

- ▶ **Question #1** – When I think about advocacy I want to:
 - ▶ Begin building a relationship with my newly elected legislator.
 - ▶ Build a stronger relationship with my legislator.
 - ▶ Get more involved in advocacy before and during the legislative session.
 - ▶ Get my council colleagues more engaged in advocacy.
 - ▶ Get residents of my city to communicate with their legislators.
 - ▶ Other
- ▶ **Question #2** – Based upon my responses to question #1, what are my strengths/weaknesses in each area I've chosen?
- ▶ **Question #3** – If you would like to be more involved in advocacy, what has prohibited you from doing so thus far?
- ▶ **Question #4** – When I think about my daily schedule, how much time do I have to devote to advocacy each week and when is the best time?

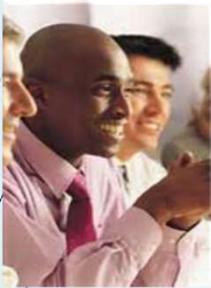
Make a Commitment to Advocacy

Key to Success...

Schedule time on your calendar every week for advocacy, just like you would an appointment or business meeting and don't let other distractions take priority. This will help it become part of your regular routine and keep you focused and engaged throughout the year.



Plan on Regular Interaction with Legislators



- Plan on a face-to-face meeting at least 3 times/year.
- Personally invite them and their staff to events and council meetings.
- Once you've adopted your annual budget, schedule an appointment to review it.
- Invite them to join you when you meet with constituent groups.

Plan on Regular Interaction with Legislators



- Make time to attend delegation meetings.
- Host a reception for newly elected or re-elected legislators before a council meeting and invite them to speak at the meeting.
- Offer to introduce them to constituents or community leaders that may support their priorities.
- Offer to host and plan to attend any town hall meetings.

Plan to Strengthen Relationships



- Commit to communicating at least once/month.
- Send them articles or information they may find interesting.
- Send a quick email before or after your council meetings.
- Wish them a Happy Birthday.
- Send handwritten notes when appropriate.

Plan to Strengthen Relationships



- Keep them updated on projects they helped fund through appropriations.
- During Session, follow their voting record and thank them when they support Home Rule.
- Arrange for them to “ride along” with your first responders for a day or evening.
- Host a coffee to introduce legislators to business and community leaders, especially those within your CRA.

Getting Your Council Colleagues Involved

Do you ever feel you're on an island alone when it comes to advocacy?



Plan to Work Together



- Schedule time on each council agenda to discuss advocacy, legislative issues or Home Rule.
- Ask their opinion about the upcoming session.
- Ask for their ideas on how to affect the outcomes of proposed legislation.

Plan to Work Together



- Talk about what city programs or essential services may be at risk because of legislation.
- Work with FLC to host a pre-session advocacy workshop and invite residents to participate.

Turning Constituents into Advocates

“Democracy is government by the people, for the people. Without the responsibility of the people, and without the involvement of the people – all you have left is government.”

Christina Engela



Get the Conversation Started



- Add a statement about Home Rule on your city's web site and social media.
- Add a statement about Home Rule at the top of your council agendas & on utility bills.
- Share a message about Home Rule at **every** council meeting.

Get the Conversation Started



- Add a statement to the back of your city council business cards and hand them out freely.
- Make it easy for them to get involved...Provide sample letters or emails for constituents to send to legislators about proposed legislation.
- Talk about Home Rule and what it means at every opportunity.

Where Your Advocacy Plan Can Take You

“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning, and focused effort.”

Paul J. Meyer



Mark Your Calendar

- **September**
 - 9/30 - Bringing Home the Bacon Part III Workshop – 8:00-9:30*
 - 9/30 – Policy Committee Meetings – 10:00-3:00*
- **October**
 - 10/28 – Policy Committee Meetings – 10:00-3:00*
- **December**
 - 12/8-12/9 – Legislative Conference*
- **March**
 - 3/7 – Opening Day of the 2017 Legislative Session
 - 3/21-3/22 – FLC Legislative Action Days

* Embassy Suites Orlando, Lake Buena Vista South



Questions?

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