

# Advocacy Training

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## What is advocacy?

The act or process of supporting a cause or proposal



## Why advocate?

1. Our system of government is designed to receive input and
2. You have knowledge, expertise, and experience.



# When Advocating...



BE PREPARED



BE PURPOSEFUL



BE PERSONAL



# Be Prepared



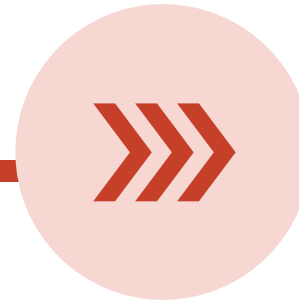
Know What to Expect



# Preparing for Outreach

- Make an appointment
- Research the member
  - **Professional:** committee assignments, position on issues <https://leg.colorado.gov/legislators>
  - **Personal:** Occupation? Do they have kids? Where do they send them to school?
- Be on time (and be prepared for them not to be and/or to have to leave early)
- Bring any leave-behind collateral

# Be Purposeful



Know What You Want



# Purpose of Outreach

- **Establish a relationship**
  - Importance of your work/the school to their district or to the state
  - How you/your school can be a resource on education/charter issues
- **Make an ask**
  - **What you want** (as well as must-haves vs. negotiables)
  - **Why you need it**/impact on district/state
  - **Who supports its**



# During Outreach

- Sample Outline
  - Self introduction
  - Overview of organization & accomplishments
  - Present issue/challenge
  - Ask/Answer Questions
- Ask Questions
  - Ask what matters to them and **listen**
  - Ask about their **position**
  - Ask about any **obstacles or barriers** in the way to what you want
  - Ask if there is **someone else** you should talk to





# End of/Post Outreach Considerations

- Thank them for the time.
- Offer to provide additional information, invite them for a tour of the program or do an event.
- Thank you note within a week to the legislator AND the staffer.
- Proactively send info relating to their interests (articles, studies, etc.)



# Be Personal



Tell Your Story



# Story Structure

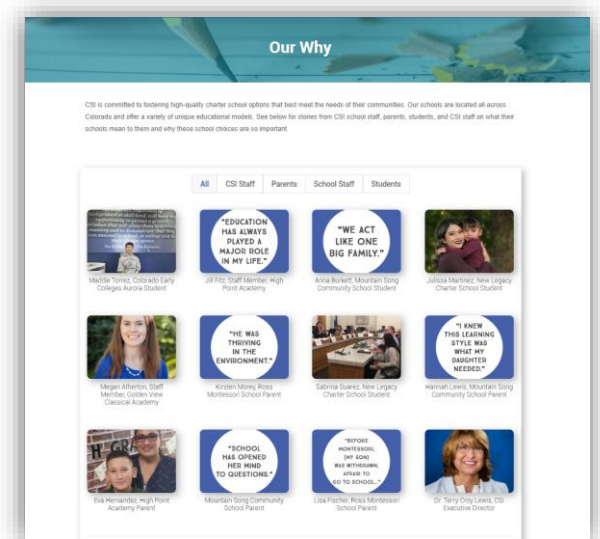
Context

Rising Action

Climax

Falling Action

Resolution



[www.csi.state.co.us/our-why](http://www.csi.state.co.us/our-why)



# Compiling Others' Stories

- **Capture stories** when they're shared from students, parents, staff, alumni
- **Solicit stories** – ask families how an initiative (summer reading program) is making a difference for your child



# Thank You!

Questions?

