

ADVOCACY 101: MAKING A DIFFERENCE



Advocacy Session Monday
March 19 2018



LEARNING OBJECTIVES

1. **Advocacy vs. Lobbying**
2. **Why advocate?**
3. **Advocacy 101 – Steps to take**
4. **Access helpful resources**



ADVOCACY STRATEGY

**Build understanding and
Educate key policy makers on
the importance of the
contributions of NAGC to gifted
and talented students.**



Poll Question

Have you ever lobbied before?



Advocacy vs. Lobbying

Advocate = Convey an
opinion/Educate

Lobby = Ask for something from an
elected official



Why Advocate or Lobby?

1. To “enhance knowledge” and “disseminate information” about NAGC.
2. To raise NACG profile with local, state and federal officials.
3. Develop opportunities for partnership, funding and recognition.



Why Should WE Lobby?

1. The First Amendment guarantees all of us the right to petition government, along with the right to practice religion freely, to express our opinions in public and to rally for a cause.
2. NAGC members are critical partners with local communities, parent organizations, school districts, and much more.
3. If we don't ask, who will?
4. The stakes are simply too high, and the potential too great, for education organizations not to engage in advocacy.



**In other words,
Make Your Voice HEARD**



Poll Question

Which of these is a barrier to your participation in advocacy?

1. Time
2. Experience
3. Don't know where to start



Advocacy 101: 7 Steps

1. Identify the problem
2. Prepare the message
3. Understand the process
4. Know who you are contacting
5. Conduct the meeting or call
6. Deliver your message
7. Follow up



Step 1: Identify the Issues

What do you want to convey to lawmakers?

1. Provide information on the needs of gifted children
2. Provide information on what NAGC doing on their behalf.
3. How can Congress help?



Step 2: Prepare the Message

Determining the specific “ask” –

1. Ensure the **Jacob K. Javits Gifted and Talented Students Education Program is funded** at \$32M to meet the needs of all gifted and talented children in every state.



Step 2: Prepare the Message

2. Ensure that any reauthorization of the *Higher Education Act* (HEA) includes support for gifted education.



Step 2: Prepare the Message

Use of specific examples

Put a FACE on the issue

Local is BEST



Step 3: Understand the Process

1. How does a bill become a law?
 - Language Development
 - Bill Sponsor
 - Bill Introduced/reported to Committee
 - Hearings/Mark Up/Reported out
 - Floor vote
 - Conference Committee
2. Importance of Committees – Authorizers and Appropriators
3. Importance of staff



House and Senate Authorizers

Sen. Lamar Alexander (R-TN),
Chairman, Senate HELP Committee

Sen. Patty Murray (D-WA), Ranking
Member, Senate HELP Committee

Rep. Virginia Foxx, (R-NC), Chairman,
House Education and Workforce
Committee

Rep. Bobby Scott (D-VA), Ranking
Member, House Education and
Workforce Committee



House and Senate Appropriators

Sen. Roy Blunt (R-MO), Chairman,
Labor HHS Subcommittee

Sen. Patty Murray (D-WA), Ranking
Member, Labor HHS Subcommittee

Rep. Tom Cole (R-OK), Chairman,
Labor HHS Subcommittee

Rep. Rosa DeLauro (D-CT), Ranking
Member, Labor HHS Subcommittee



Step 4: Know Whom You Contact

1. Your hometown US Senator or Representative
 - Party
 - Interests
 - Positions on your issues
2. Committee Membership, Chairman, or Ranking Minority Member
3. Why should this person listen to YOU?
 - Offer your credentials as someone who has experience in education and their home district/state



Step 5: The Meeting/Call

Know where you are going/whom you are calling

1. Be polite, time sensitive, professional, and confident
2. Treat staff members as respectfully as the elected official/legislator



Step 5: The Conversation

1. Be positive—thank the Legislator or staff if they have already supported your issues
2. Provide your contact info including home address!
3. Avoid familiarity and avoid confrontation
4. Don't be awed—they are all just people and are there to serve and represent YOU as a voter!



Step 6: Deliver Your Message

1. For “face to face” or phone calls -- Practice!
2. If you are with a group, determine who will speak first, who will make the “ask”, and who will provide materials.
3. Be prepared to deliver your message succinctly in 5 minutes or less – have your “elevator” speech.
4. Get a clear answer.
5. If you don’t know the answer to a question, offer to find it and follow up with us!



Step 7: Follow Up

1. Send thank you promptly—email is best
2. Offer to provide additional information
3. “Ask” again if you didn’t get a clear yes or no!
4. Invite your Member of Congress to visit your school to meet parents and students, if at all possible, when he or she returns to the state/district



Stay In Touch and Expand Your Reach

Facebook

Twitter

Townhalls

Sign up for Member's newsletter

Recruit colleagues to do the same



Contact Information

For Follow-up questions about your
advocacy efforts, please e-mail

kaj2600@yahoo.com



You are important to the process!
Make those calls, send those letters,
have those meetings!

Get your mobilized!
Good luck!

