

Welcome!

Chicago Alliance to End Homelessness

Advocacy Training
April 2008

What is Advocacy?

- **Active** support of an idea or cause

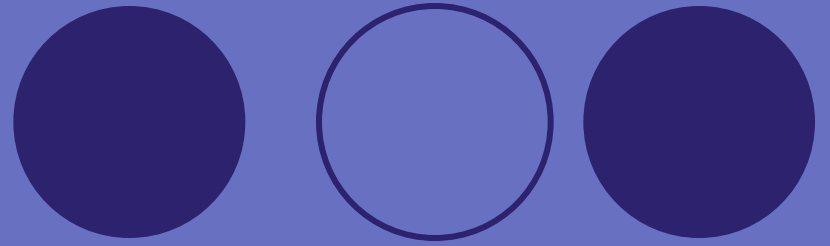
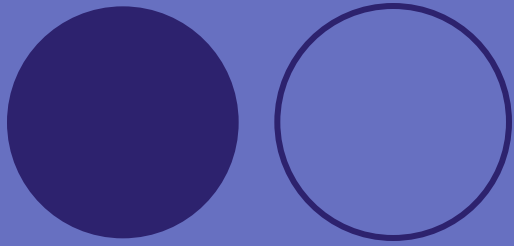
Advocacy is active.

It involves *doing* something.

Why Advocacy Matters

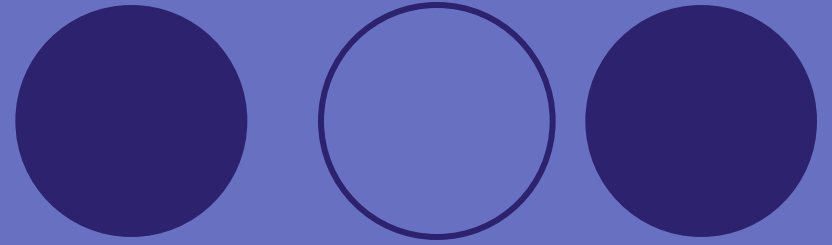
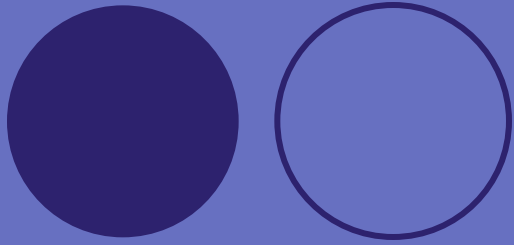


- \$\$ Funding \$\$
- Break down barriers to accessing information and services
- Change laws and practices through the legislative and regulatory process
- Increase understanding of the complexity of the many issues we care about



If you don't ask,
you don't get.

Mahatma Gandhi



But who do we ask...

... and when?

WHO REPRESENTS YOU?

CONGRESS:

2 U.S. Senators

1 U.S. Representative

STATE LEGISLATURE:

1 State Senator

1 State Representative

Elected Officials
make decisions about
policies, programs
and money...

Decisions that impact
you! They need to
hear from you about
what decisions you
want them to make.

OTHERS:

Statewide & National Officials

County Commissioner

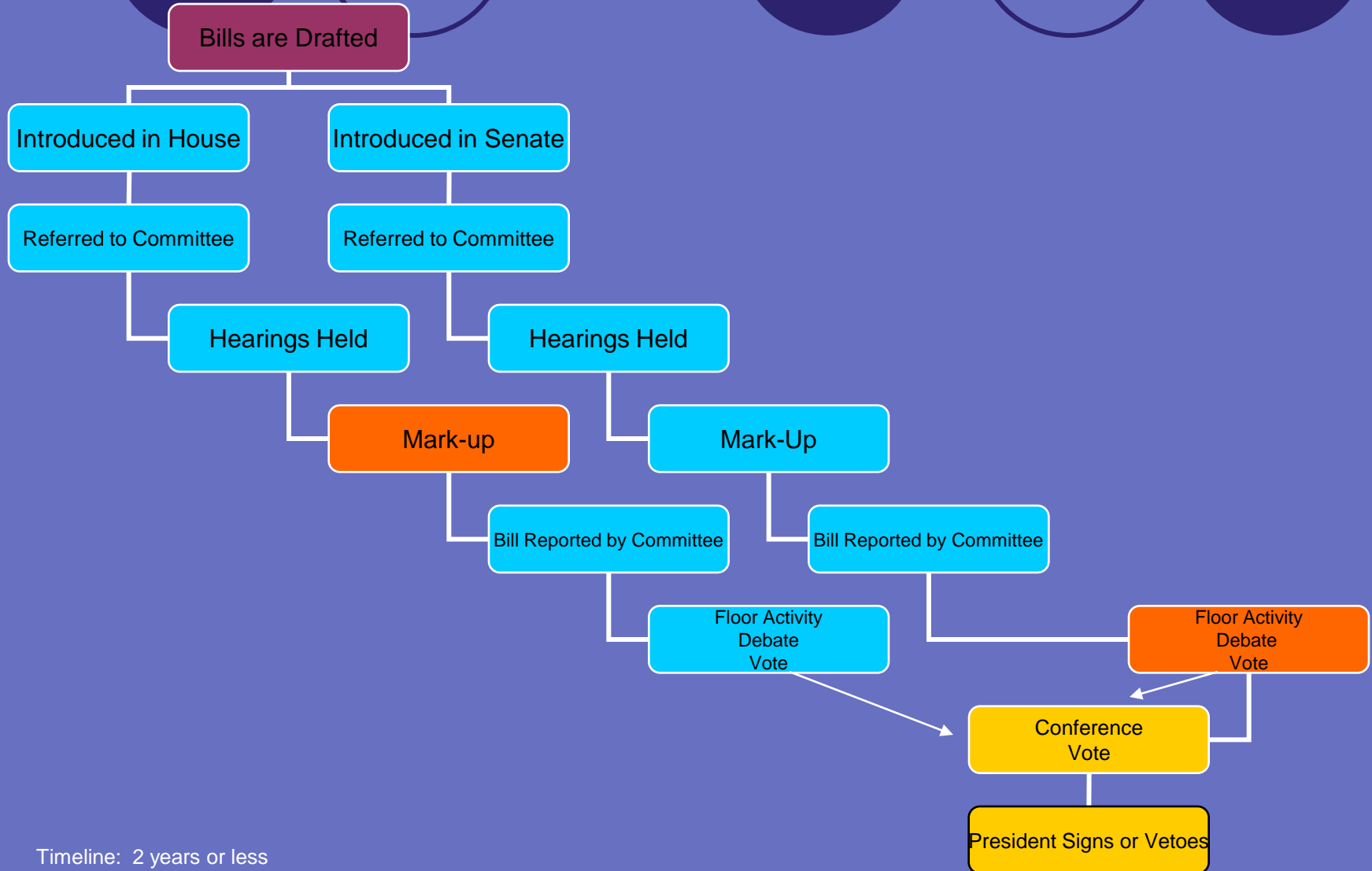
City Alderman, etc.

Advocate before, during, and after the decision-making process

- Advocate:

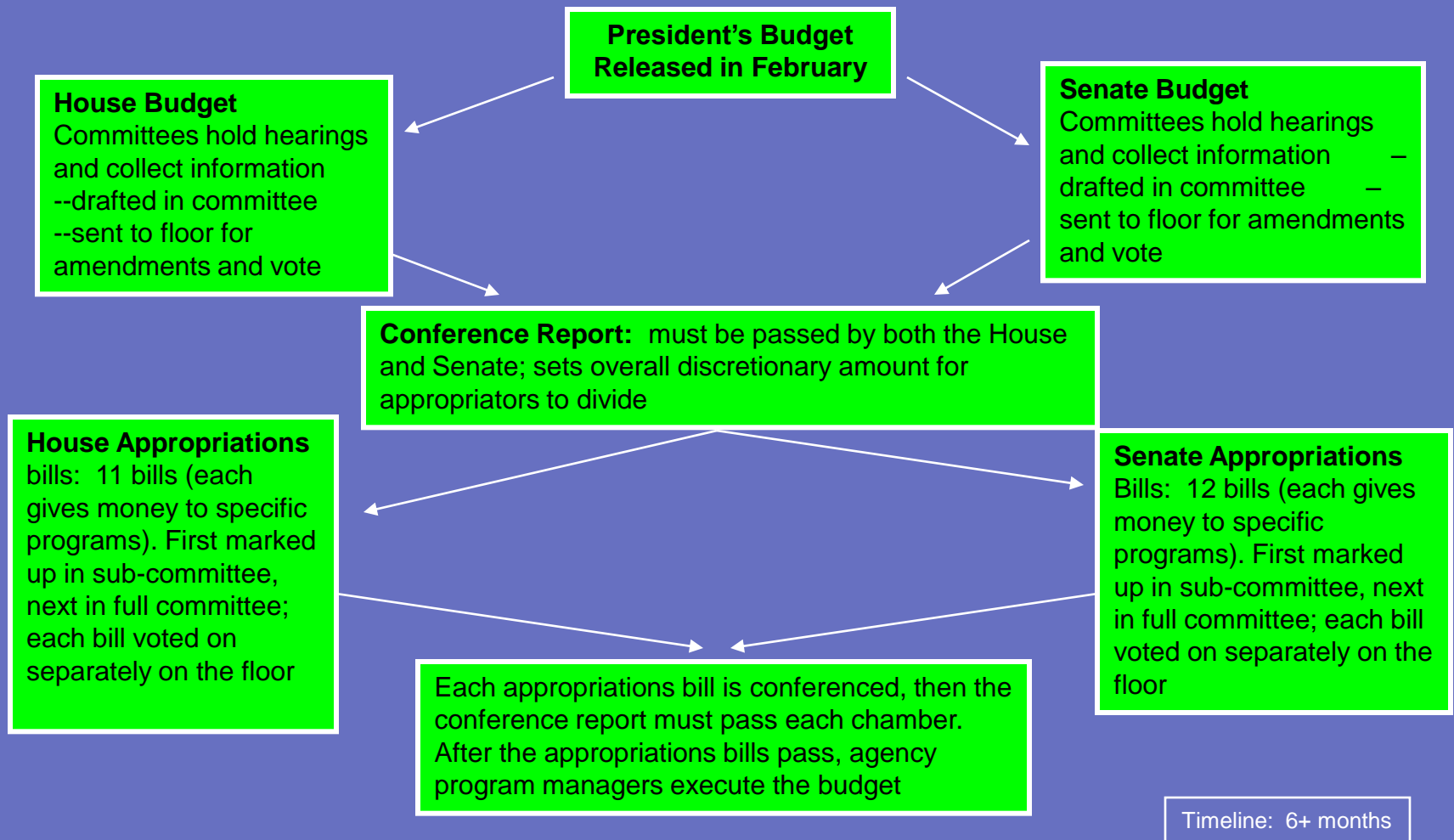
- When budgets and bills are being drafted
- When lawmakers are holding hearings, gathering information and constituent input
- When compromises are being worked out
- When the process is being held up
- When legislators vote on bills and budgets
- When there are set-backs, and when there are successes to celebrate!

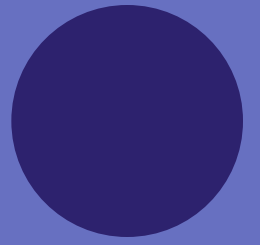
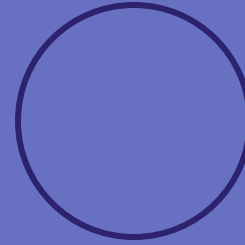
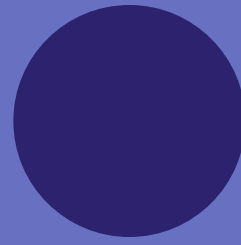
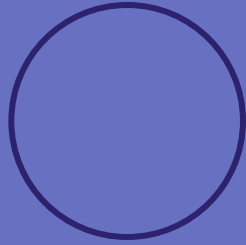
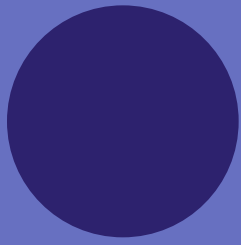
Legislative Process: Impacting Laws



Timeline: 2 years or less

Appropriations Process: Impacting Funding





HOW *WE* CAN

MAKE AN IMPACT!

What is the Alliance's Advocacy Work?

● Policy/Advocacy Priorities

- Annual Advocacy Agenda
- Focus on generating new resources for ending homelessness in Chicago
- Federal, State, and Local
- Initiate own campaigns; Participate/collaborate in other campaigns; Sign-on to campaigns

What is the Alliance's Advocacy Work?

- Advocacy Committee

- Oversees the Alliance's advocacy work
- Members from all constituency groups and at-large members from CC and SPC

- Advocacy Team

- The *Action* Team! All Alliance constituents who commit to ACTING fast when called upon to Advocate – make a phone call, send a letter, or visit your legislator.

WE HAVE POWER!



- Legislative Mapping
 - Find your agency on the list
 - Create a “cheat-sheet”
 - Mark where you live/work on the Chicago Congressional map
- We have the power to influence!

The “How-To”s of Advocacy

● Telling Your Story!

- Make it personal, make it powerful
- You ARE the Expert
- Link your personal experience to a policy goal

Telling Your Story



- Be Confident – When you are talking about your personal experience, you are the expert.
- Start with your most important point. Then back it up with examples or evidence.
- Use notes.
- Practice, practice, practice.
- Make eye contact. People want to know you and like you and they will if you look at them.

Telling Your Story - Continued...

- Don't be afraid of pauses – They are longer in your head than they are for everyone else.
- If you can't breathe, you are talking too fast.
- Speaking loudly will actually reduce your nervousness.
- Resting your hands on a table or podium can help you feel centered and less nervous.
- Use hand gestures, but make sure they are calm and controlled.
- Belief follows action. Act like you are confident and you will be confident.

Individual Actions

- Write Letters

- Legislators pay attention – ex. SAMHSA funding letter to Sen. Durbin and Rep. Jackson
- Write a letter TODAY to your State legislator in support of funding for services in supportive housing

- Phone Calls

- Example call – One-Minute Lobbying

Visit Your Legislator



- Schedule an appointment
- Introduce yourself and your team
- Let the legislator know how many people you represent
- Know your facts
- Tell your story
- Have Materials ready to leave behind
- Try to get a written commitment
- Have fun!

Group Actions

- Candidates Forums
 - Leading up to elections; ask candidates questions that are important to the group sponsoring the event
- Rallies
 - Large public events calling for change; draw press and influence public opinion
- Hearings
 - Budget hearings during appropriations process; advocate for funding priorities
 - Hearings on proposed legislation; influence policymaking
- Legislative Briefings
 - Educate lawmakers on new legislation and inform them how it will impact their constituents; impact their actions and vote
- Lobby Days
 - Lobby a large number of legislators and/or legislators on key committees on a specific issue you want them to take action on
 - ** Krispy Kremes ** (more on this later!)

Practice Effective Lobbying

- Role-Play a Visit to Your Legislator
 - Introduce yourself
 - State what you came to discuss
 - Thank them for support, if possible
 - Tell your story and link it to specific funding you want them to support
 - ASK them to do something specific and wait for the answer
 - Thank them
 - And.... Follow up!

Activating Ourselves



- The Alliance Advocacy Team
 - Recruit advocates – that's all of you!
 - Activate your constituency groups
 - Communicate by email
 - Respond to ACTION ALERTS to make phone calls, write letters, etc.

Activating Others



- Board Members

- Communicate with board members on advocacy issues and encourage them to sign up for the Advocacy Team
- Involve them in Site Visits with legislators

- Co-workers

- Residents

- Others – Who are You Connected to?

- Brainstorming – 3 groups you're connected to that you can activate to get involved

THE ASK!



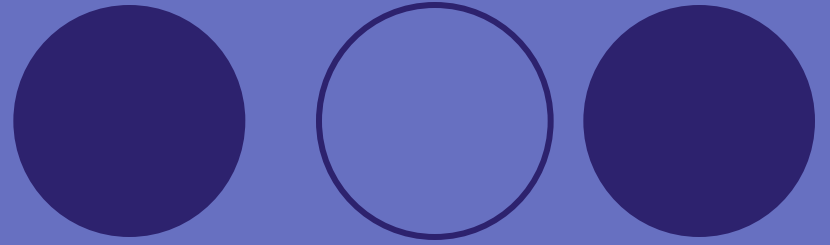
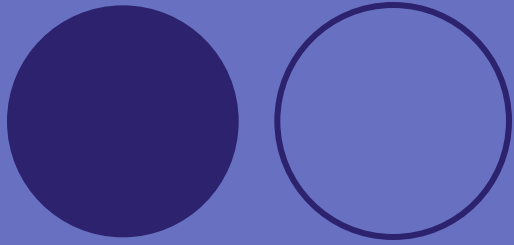
● Take Action Today

- Call your State Senator and State Representative and Invite them to attend Krispy Kremes on April 30th
- See the back of your Agenda for more details.
- Report back on what they said (this is important for follow-up and future advocacy with that legislator)

Next Steps....



- Make 2 phone calls today
- Build a relationship with your legislators
 - Invite them to visit your program when they are in district
- Activate your fellow cockroaches
- Practice telling your story
- Check your email and be ready for action!



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does.

Margaret Mead

It just takes Action....