Women's Leadership Workshop: Meeting with your Legislators

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Objectives

- To present advocacy issues to policy makers
- To personalize the issues for the listener by telling personal anecdotes that illustrate the advocacy point being made.
- Experiencing AIDS WATCH 2015: Issues

Advocacy is……

Some examples of advocacy campaigns

HIV/AIDS

Americans with Disabilities Act

The Heart of Change

People change what they do
less because
they are *given analysis* that shifts their *thinking*
(and more) because
they are *shown a truth* that influences their *feelings.*

John P. Kotter, Leadership Expert, Harvard Business School

The Handicap Parking Bill

the analysis

- Approximately 200,000 people in NJ meet the definition of “aged, blind or disabled”
- People with disabilities shop, work and vote
- People without disabilities take these activities for granted
- People with disabilities are often excluded from these activities because accessible parking spaces are being used by persons who no longer required their use or park there illegally.

What could you show to evoke feeling?

Know your issues!

- HIV Basics
- Women's Issues
- Domestic Violence
- Access to Healthcare

Where would you advocate for change? Why?

- Executive Branch
- Legislative Branch
- Judicial Branch

SCHOOLHOUSE ROCK

- Preamble
- Three Ring Government
- I’m Just a Bill

PREAMBLE

https://youtu.be/30OyU4O80i4

THREE RING GOVERNMENT

https://youtu.be/tEPd98CbbMk

I'M JUST A BILL

https://youtu.be/tyeJ55o3El0

Take a Stand – Activity

Five Parts of a Classical Argument

1. The introduction
2. The narration
3. The confirmation
4. The refutation & concession
5. The summation

The Introduction

- Warms up the audience.
- Establishes good will and rapport with readers.
- Announces general theme or position of argument.

The Narration

- Summarizes relevant background material
- Provides any information audience needs to know about the environment and circumstances that produce the argument
- Sets up the stakes – what's at risk in this question.

The Confirmation

- Lays out in a logical order (usually strongest to weakest or most obvious to most subtle) the *claims* that support your position, providing evidence for each claim.

The Refutation and Concession

- Looks at opposing viewpoints to the writer's claims.
- Anticipates objections from the audience.
- Allows as much of the opposing viewpoints as possible without weakening the position.

Summation

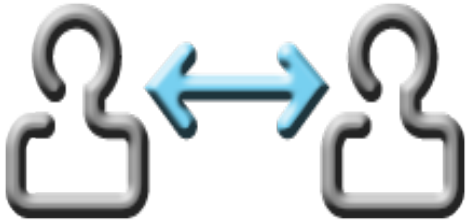
- Provides a strong conclusion.
- Amplifies the force of the argument
- Shows readers that this solution is the best at meeting the circumstances.

What does your audience value?

In other words, what will they hear?

Money?

Efficiency?



People?

Ms. Manners Takes the Hill

Effective Message Delivery for Advocacy

Meeting with Your Legislator

- Dress appropriately
- Be on time
- Coordinate who is saying what
- Don't talk over each other
- Do not be hostile
- Show your appreciation
- Establish an on-going relationship
- Stick to your agenda
- This is not a photo-op

The Meeting
Before the Meeting

- Gather Materials
- Do Research
- Strategy Pre-Meeting
- Prioritize Planning Tasks
- Delegate Responsibilities

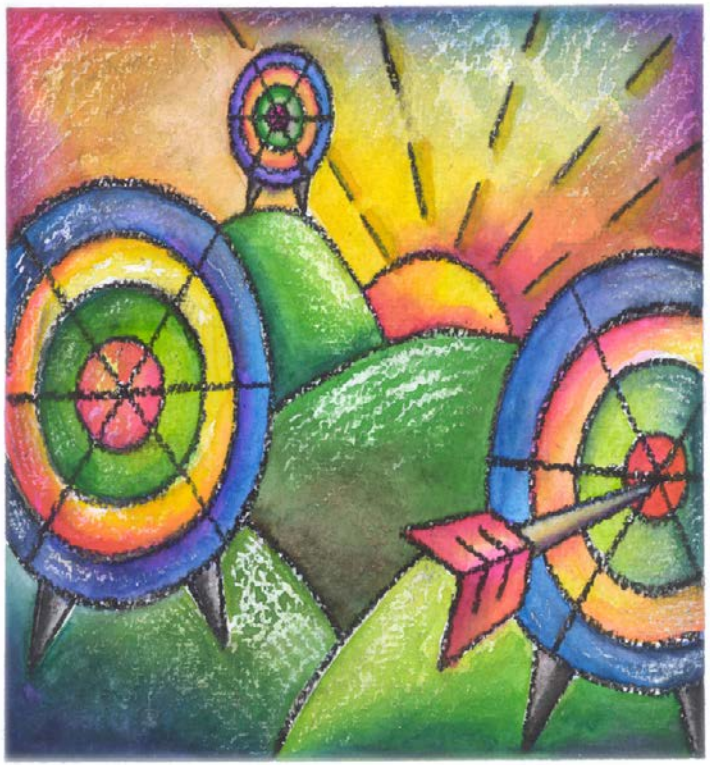
Create the Agenda

- Introductions
- Thank you
- Overview of grassroots activities and environment
- Asks
  - Reply to support
  - Reply to non-support

ISSUES

- Once an unimaginable goal, we now have the knowledge and tools to end AIDS in America
  - Support the ACA
  - Investment in the Ryan White Program
  - Fund stable housing – HOPWA
  - Support Comprehensive Sex Education
  - Lift the federal ban on Syringe Exchange
  - Support the REPEAL HIV Discrimination Act
  - Increase appropriations for federal HIV/AIDS programs

Meeting Conduct and Etiquette



- Balance politeness with assertiveness
- Stay on topic
- Be specific in your ask

Be politely on target.

Questions or comments?

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