



# Advocacy in Action

*Tips and Strategies for Making Your Voice  
Heard*

**LWVVC Workshop  
January 20, 2017**



# League Advocacy

## Speaking with One Voice

- President/president-designee-often with board approval
- Represents the voice of the League
- Tied to adopted league positions
- Void of personal opinion



# League Advocacy

## League position is explicitly referenced

- Speakers Bureau/Amendment Presentations
- Letters to the Editor / Opinion Pieces referencing the League's Position
- Meetings with Legislators to discuss League Priorities
- Public Input Sessions Stating League's Position



# League Advocacy

- Press conferences/releases
- Brochures, Fliers, Handouts
- Establishing Partnerships with like-minded groups
- Creating a Social Media Page/Blog
- Solicit Petitions



# Advocacy Successes

- Successful 40 year battle on redistricting –Fair Districts
- Stopped Campus Carry and Open Carry Legislation
- Killed Fracking Legislation
- Defeated Solar Amendment supported by big Energy
- Passed the Florida Water and Land Legacy Amendment



# Planning a Campaign

- ✓ Based on League positions and extensive study
- ✓ **Keep the board involved at each step**
- ✓ Campaign Design
  - Clear Goals
  - Strategies –Getting your Message Across
  - Timeline and Responsibilities
  - Funding plan
- ✓ **Ongoing Educating, Advocating**
- ✓ Review, Report and Re-adjust



# Personal Advocacy

## Advocacy without explicit reference to the League

- Writing a Letter to the Editor
- Speaking in favor or against an issue at a public meeting
- Conversing with friends and neighbors
- Creating/sharing a personal social media post



# Personal Advocacy

- Responding to a legislative action alert
- Contacting your legislature to influence their vote in a key issue





# Our Legacy

- Thoughtful analysis and impactful results
- Respect and fear from opponents
- Large and small victories
- Common purpose and proven strategies
- Longstanding service (98 years)
- Strong networks reaching into communities nationwide