

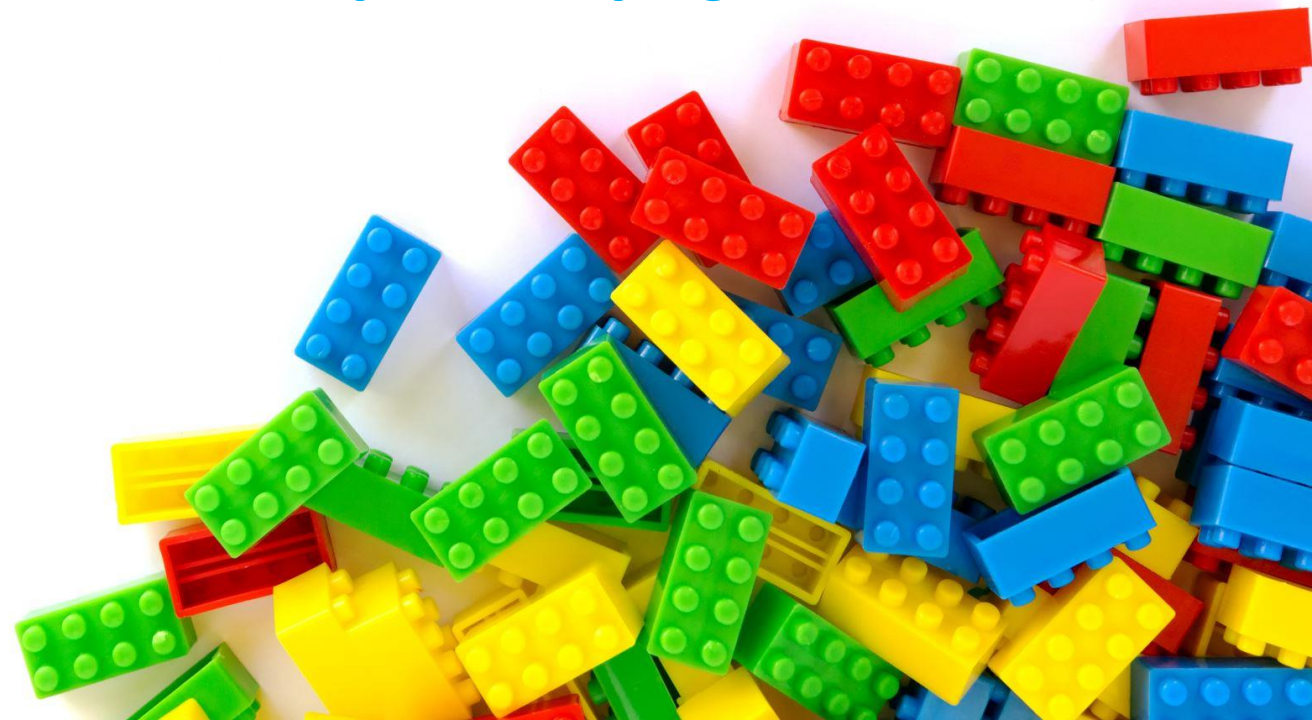
TEXAS COALITION FOR
HEALTHY MINDS

Building Blocks of Advocacy

The essential steps to being an effective advocate.

Session Goals

- Demystify the advocacy process at the State Capitol
- Build your confidence – **everyone** can do this work
- Answer any questions you have about advocacy or lobbying
- Practice our basic skills – role play
- Have some fun!



Advocacy or Lobbying?

Advocacy

- Supporting a cause or issue
- Educating about your organization
- Conducting a training, briefing, or conference
- Hosting a tour or inviting a lawmaker to visit
- Attending a town hall, rally, or public meeting

Lobbying

- Asking a lawmaker to vote for or against a specific bill
- Sending a letter, email, or tweet asking a lawmaker to vote for or against a specific bill
- Taking a position on a specific bill
- Anything with a call to action



Advocacy or Lobbying?

- Can my organization do both?
- Do I need to register?
- When do I get in trouble?



Who are we advocating or lobbying?



- School Board
- City Council and Mayor
- County Commission and Judge
- **Texas House and Senate**
- **Texas Governor**
- US Congress
- The White House

How a Bill Becomes a Law

- There are numerous ways **YOU** can make a difference during the process:

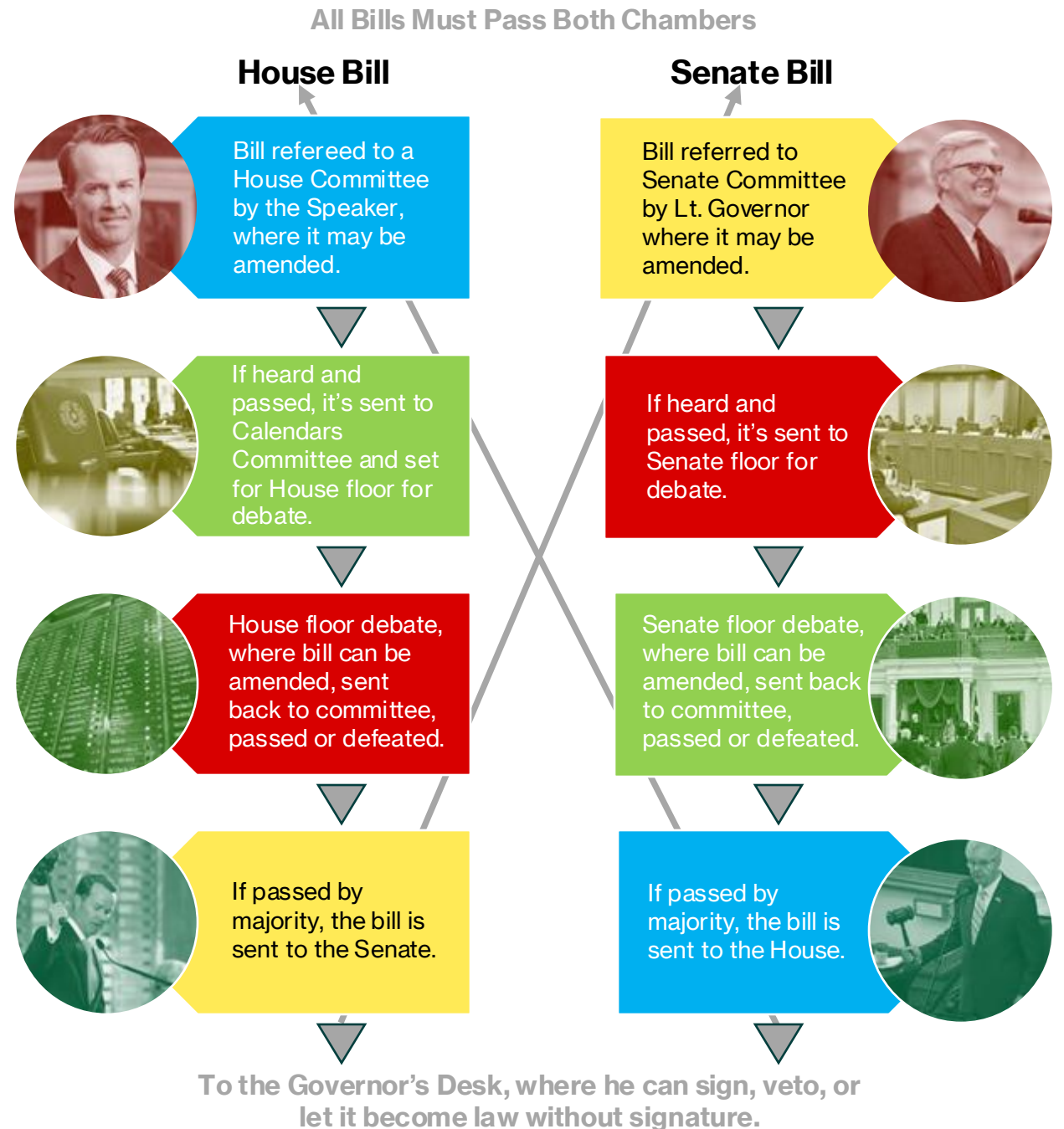
Interim Visits

During a Lobby Day

At Committee Hearing(s)

When Bill hits the Floor

Contacting the Governor



Who Makes an Effective Messenger?

You do...

- Tell your story
- Be brief and practice
- You're the expert
- It's OK not to know
- Follow up



Who Makes an Effective Messenger?

Testimony

- Make eye contact
- Don't read
- Tell your story
- 2-3 minutes

Office Visit

- Know your why
- Speak with staff
- Make the ask
- Leave Behind
- Follow up



What's an Effective Message?

Explain the problem.

Describe *why* is it important.

Provide the solution.

Ask for support.



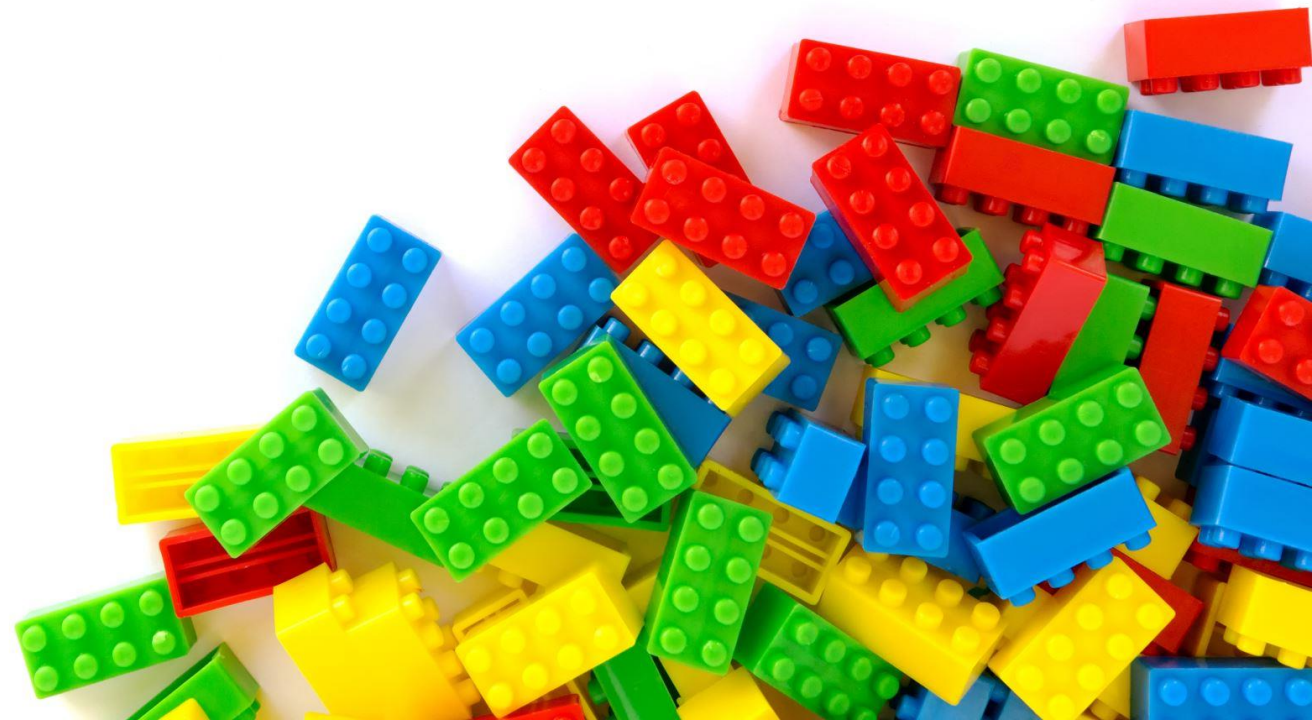


Let's Practice

- House Bill 666 by Representative **Lincoln Log** will ban the sale of Legos in Texas.
- Senator **Kill Joy** and his legislative director **Knoew Itall** are meeting with constituents to learn more.
- The Senator hasn't taken a position on the bill yet.
 - **Scenario 1** – You are against the ban (Pro-Lego)
 - **Scenario 2** – You are for the bill. (Anti-Lego)

Remember: Meeting Goals

- Explain the problem.
- Tell your story...
- Why is this important?
- Share the solution...
- Make the ask!



89th Legislative Session starts January 14th!

Want more training and support for your issues?

ABCs of Advocacy
Save the date!

Date: November 13th

Time: 9am – 1pm (tentative)

Location: FUMC Family Life Center
(downtown)



Resources



Lobbying for Nonprofits - <https://www.irs.gov/charities-non-profits/lobbying>

National Council of Nonprofits-
<https://www.councilofnonprofits.org/everyday-advocacy>

Bolder Advocacy (project of Alliance for Justice)-
Lobbying for Texas Non-Profits:

<https://afj.org/wp-content/uploads/2022/08/Be-Bold-and-Advocate-Rules-for-Foundations-Engaging-in-Advocacy-in-TX-2.pdf>

RecoveryPeople- www.recoverypeople.org

TCHM- www.coalitionhealthyminds.org

Texas Legislature Online- <https://capitol.texas.gov/>