



# ADVOCACY 101

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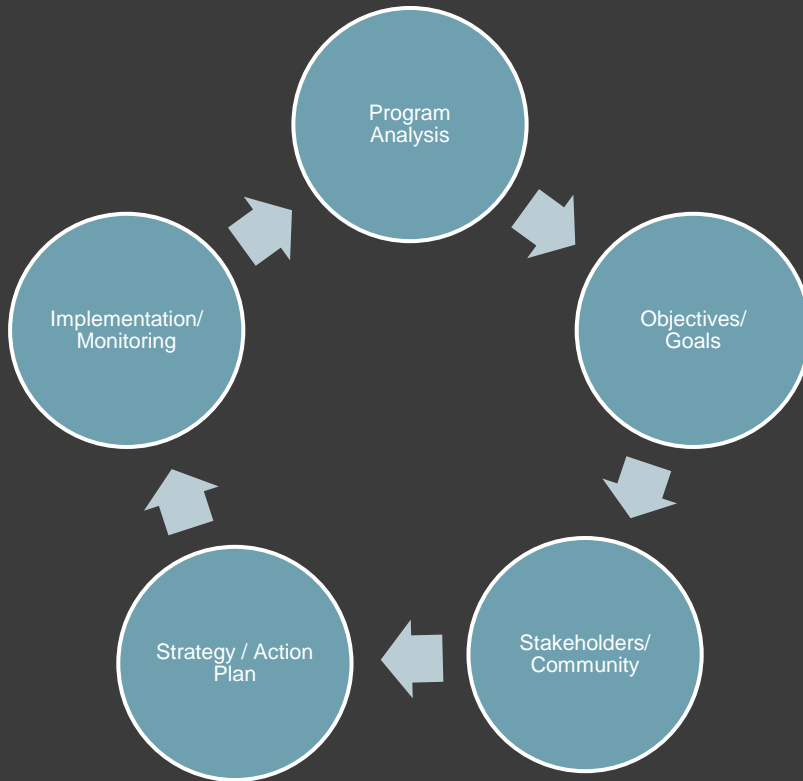
*Office of Intergovernmental Affairs, Grants Administration, and  
Community Engagement*

# What is Advocacy?



- ⦿ Action that supports, recommends, argues against, and/ or pleads on behalf of others
- ⦿ Process to support an identified policy objective to change systems that govern outcome

# Advocacy Process



- Set goals & define criteria
- Survey stakeholders for content and identify appropriate audience
- Develop strategy and uniform message to craft vision
- Organize media platform e.g. social media, electronic communication, print
- Monitor state/ federal legislation

# Advocacy Strategies



- Negotiate with all stakeholders to accomplish goal/s
- Develop social movement that results in individuals organizing for a common purpose
- Identify community experts who are impacted by potential outcome
- Support emergent networks that develop by infusing ideas through dialogue with legislators

# Advocacy Activities



- Speak on a particular issue to support a cause
- Garner support from stakeholders and policymakers
- Employ a variety of organized tactics to achieve a public policy objective

# Advocacy: Why get Involved?

- ◉ Contribute insight, experience on issues you/ or others consider important
- ◉ Communicate openly with all stakeholders for public discussion in support of intended outcome
- ◉ Influence outcome of issue
- ◉ Act individually as part of a whole to achieve systemic change



# Advocacy: Three 'A's

## ⦿ Awareness

- Appeal your cause to family & friends, colleagues, and legislators/ policymakers

## ⦿ Advancement

- Advance policy issue by advocating on intended outcome to effect change in policy

## ⦿ Action

- Act to influence policy outcome by networking, partaking in social media campaigns and/or communicating with elected officials in support of policy change

# Advocacy Focus: *Who?*

- Government Entities
  - County Government
  - Municipal Government
  - School Board
  - State of Florida Legislature
- The Executive Office of Government
  - Governor
  - Members of the Cabinet
- Regulatory Agencies
- The Judiciary
- Business Organizations
- Non-Profit Organizations
- Civic Organizations





# Advocacy *Strategic* Planning

- ◎ What is your intended outcome?
  - Process goals
    - Focus on following the issue long-term
  - Content goals
    - Highly individualized objectives to meet outcome
- ◎ Who can deliver results?
  - Formal authority
  - Influencers
- ◎ What message(s) do policymakers need to hear?
  - Organizations
  - Public interest
  - Self-interest

# Advocacy *Strategic* Planning (cont.)

- Which group best delivers message to policymakers?
  - Group leadership
  - Group of stakeholders
  - Experts
  - Authentic individuals
- How are policymakers encouraged to listen to issue?
  - Persuasion
  - Collaboration
  - Political pressure

# Advocacy: *Be Well Informed*

## Information and Research

- ⦿ Learn the most about the issue
- ⦿ Research and track legislation that impacts policy position
- ⦿ Research arguments in support of and those against the issue
- ⦿ Identify influencers who are in support of the issue, and those who oppose it
- ⦿ Review surveys of stakeholders and opinion polls on the issue

# Advocacy: *Identify Opportunities*

- Attend meetings throughout the community to spread message
- Educate policymakers about policy issues at various forums e.g. public hearings, community/ governmental meetings, school or district activities
- Participate in social media campaigns



# Advocacy: *Identify Opportunities* (cont.)

- ◎ Feature stories about issue through:
  - Letter to the state legislature;
  - Letter to news media editors;
  - Letter to the monitors; and
  - Letter to an advocate with permission to disclose.
- Reach out to other community stakeholders to encourage participation



# Why Should WE Be Advocates?

- ① To speak on behalf of all children on issues that impact equity and access in education
- ① To detail policy position, identify adverse policy consequences, and identify solutions to protect children, parents and communities
- ① To communicate the importance of policy changes and its impact on the education of all children
- ① To ensure that impact of policy decisions are clearly understood by all stakeholders

# The Legislative Process and How It Affects Your Issue or Your Cause

- ◎ The legislative process is very slow!
  - Timing varies for different legislative bodies
- ◎ Understand the forum where your voice may be heard, specifically during:
  - Proposal of a bill;
  - Public hearings; and
  - Lobbying of individual policymakers and legislators.
- ◎ Intervene to be heard!

# Advocacy: *Action Steps*

- Advocacy work propels individuals to:
  - Participate / or organize community events that represent policy position
  - Partake in media campaigns to reach all stakeholders
  - Invite policymakers to upcoming meetings/ forums where policy ideas will be vetted for discussion
  - Organize rallies to mobilize the cause
  - Educate all stakeholders within the respective communities



# Advocacy: *Making a Difference*

- ⦿ Participate in all local, state and federal elections;  
**VOTE !**
- ⦿ Identify legislators
- ⦿ Contact policymakers to support/or oppose legislative bills
- ⦿ Write a Letter to the Editor for media outlet/s
- ⦿ Write an Op-Ed page for publication
- ⦿ Visit the state Legislature/ Congress
- ⦿ Participate in calls-to-action
- ⦿ Participate in community outreach efforts/ or social media campaigns

# Advocacy: *Next Steps to Start*

- ⦿ Identify an issue to support, an idea to oppose or a cause to defend on behalf of others
- ⦿ Decide to be the voice for others;  
Advocate!

In the words of Margaret Mead, *Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.*

# 2018 State & Federal Legislative Priorities



- ⦿ Per pupil state funding - increase
- ⦿ Impact of HB 7069
  - Capital Outlay
  - Title I
- ⦿ Teacher Salaries
- ⦿ District Cost Differential (DCD) Study
  - Cost of living increase
- ⦿ Elementary and Secondary Education Act
- ⦿ Immigration
- ⦿ Technology in Schools



# Advocacy 101

## Thank You

Questions?

Contact Iraida R. Mendez-  
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