Advocacy in 2014
Our voice, amplified.

Erika Hagensen
Director of Public Policy and Advocacy
ehagensen@arcnc.org

• Advocacy in 2014
• Remember our roots
• Modernizing our message and approach
• Effective techniques
• Group discussion
Putting the pieces together

Advocacy in all parts of our life:

- Personal
- Systems
- Legislative

Equation for Equality

We’re a kitchen table movement

- Power
- Strength
- Part of our equation for equality
- What makes us different from other groups
Let’s update the conversation

Earlier messages
• Inclusion
• Options
• Special needs

Modern messages
• Engagement
• Choices
• Human needs

Short list for any 2014 advocacy effort

• Vote – Show up
• Join a team
• Build a team
• Do your homework
• Help people understand success
• Be a resource
• Leave the door open
• Practice

Do you know who you know?
Tools

- Take 5
- Good old fashioned letters
- Phone bank
- Town hall meetings
- Legislative breakfasts
- Video advocacy
- Social media
- Know who you know
- Your story

Handy answers to common “outs”

- I’m just a volunteer
- I’m too busy
- I’m not a political person
- I’m not an expert
- It doesn’t make a difference

Tools You CAN USE

- Do you know who you know template to use with your advocates
- Phone templates and examples
- Presentation notes on video advocacy
Questions, insights, requests...