



Advocacy in 2014
Our voice, amplified.

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- 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	Modern messages
• Inclusion	→ Engagement
• Options	→ Choices
• Special needs	→ Human needs

UPDATE



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...