

Advocacy 365 Keeping the Momentum

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What were you hoping to learn or do today?

- You tell me!

What's your key takeaway from meetings?

- You tell me!

What's important to you?

Where can you influence outcomes?

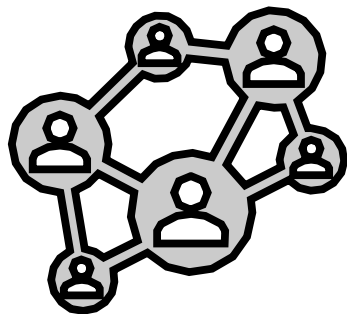
How will you make an impact?

Who will hold you accountable?

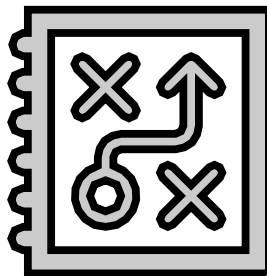




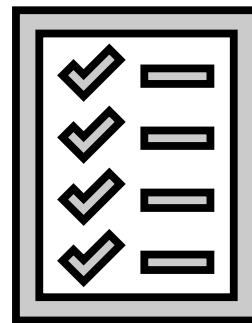
Passion,
Purpose,
Expertis
e



Network



Strategy



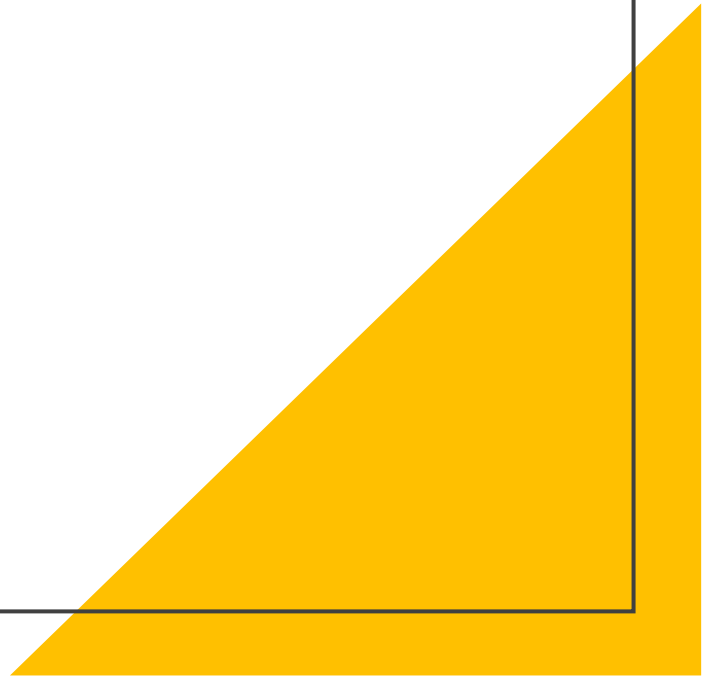
Action





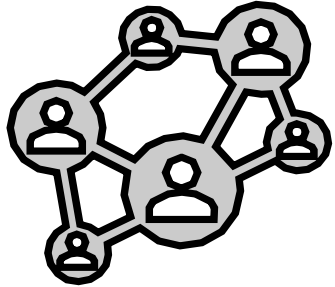
Passion,
Purpose,
Expertis
e

- Ignites storytelling
- Increases connection
- Improves resiliency



What's your passion, purpose, or expertise?





Network

- Who impacts these areas?
- Who will you connect with?
- What's happening in the field?
- What needs attention and what kind of attention does it need?

Who will you connect with?

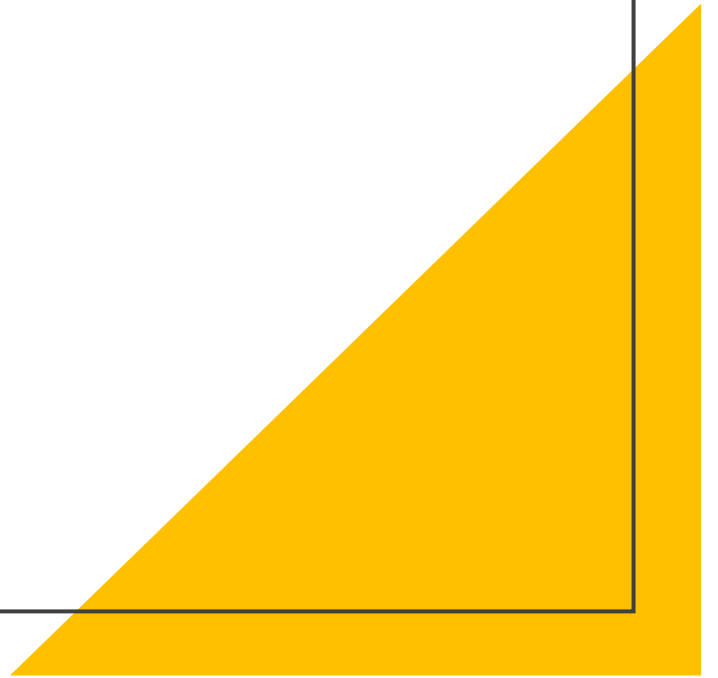
Municipalities

County
Government

State Districts

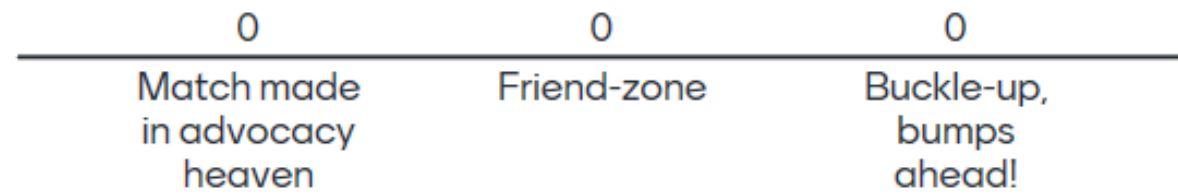
Congressional
Districts

Find your state
representatives



Go to www.menti.com and use the code 74 07 29

How do you align?

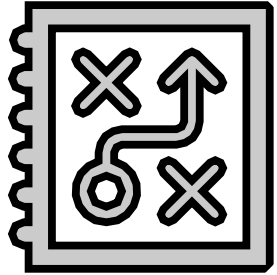


Go to www.menti.com and use the code 74 07 29

Where do you see opportunities?

 Mentimeter





Strategy

How will you connect, communicate, and motivate?

The Person

Be a tech-savvy detective!

Visit their website

Look them up on social media platforms

Facebook

LinkedIn

Instagram

Find commonalities to build the personal connection

Understand their passion, purpose, and expertise!



The Issue

Confirm the facts

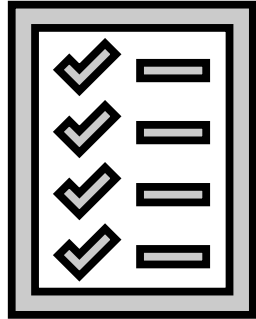
Find the data

Read up on the history

Practice storytelling

- Identify your intention
 - Is it a meet n greet?
 - Are you showing your support?
 - Are you challenging their position?
- Build your case
 - Know your facts!
 - Go prepared with support material
- Color your story
 - Bring it to life!
 - Make it engaging with a light anecdote or significant personal experience

Practice Storytelling



Action

- How will you find the time?
- How will you push past stalls or no's?
- Who will hold you accountable?
- How will you stay up to date?
- How will you follow-up?

- Additional resources
 - Especially important if you were challenging their position
- Request to meet again
 - Attend a book club session
 - Participate in a youth organization event
 - Bring Your Legislator to Work Day
- Set a transparent follow-up strategy (and then stick to it!)

Take
follow-up
out of the
inbox!

Ready to Keep
the Advocacy
Going?

