

Advocacy 101



November 9th, 2022



Table of Contents

- I. Ice breaker
- II. Government Relations Team Intro
- III. Advocacy overview
- IV. Grassroots
- V. Lobbying
- VI. Public education
- VII. Next Steps

Ice Breaker



If you could have any super power what would it be?

Intro to the Government Relations Team





Abbie Evans



Caden Fabbi



Amaris Ramey

What words come to
mind when you
think of advocacy?



Go to www.menti.com and
use the code 3213 1675

What is advocacy?



- Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.
- Advocating happens on different levels. You can advocate in schools, public settings, and even from your home.
- People can advocate for other people (individuals or groups), animals, natural resources, businesses...anything they care about!

Why advocate?



**Answer in the chat:
What is something you're
motivated to advocate for?**

Why advocate?



- *Community and systems-level change requires public policy*
- *Policy impacts nonprofits' abilities to complete their mission*
- *Volunteers want to be engaged in making a meaningful difference*

Advocacy is how we enact social change.

Types of Advocacy



**Answer in the chat:
what organizations do advocacy well?**

Organizations and movements that do advocacy well



Types of Advocacy

- *Grassroots advocacy/organizing*
- *Lobbying*
- *Public awareness/education*



Grassroots Advocacy



**Answer in the chat:
When you hear the word
“grassroots,” what comes to mind?**

Grassroots Advocacy

Definition



- Grassroots advocacy happens when people use strategic tactics to educate and persuade decisionmakers on the issues they care about
- Grassroots work can be done by organizations, campaigns, and concerned citizens
- Grassroots advocacy is important because it is how people advocate for themselves and their communities

How does grassroots advocacy influence institutions?



- It is the duty of elected officials to listen to their constituents and address their concerns
 - Powerful motivators: reelection, recognition, and influence
- Effective grassroots advocacy can wield as much influence as the biggest corporation

Ways to engage



- Legislative campaigns
 - Contact your elected officials to advance policy
- Media lobbying
 - TV, radio, newspapers
 - Social media
- Mass movements
 - Protests, boycotts, walk-outs
 - Marches

Legislative Campaign Activity: Action Center!



In your web browser, type in
mentoring.org/advocacy

What makes someone a good grassroots advocate?



- Consuming quality media/Educate yourself on the issues
 - Accuracy, balance, and fairness
- Following an organization or representative
 - Taking notes of changes and updates
- Joining email lists

What makes someone a good grassroots advocate?



- Filling out an action alert
- Calling the offices of your elected officials
- Write a letter to the editor
 - Responding with your own thoughts and research
- Using social media to advocate or educate
 - Tagging your elected representatives with an advocacy message; sharing a fact sheet

What makes someone a good grassroots advocate?



- Attend a town hall and ask a question
- Meet with elected officials
- Testify before a legislative committee
 - Check the legislative website for hearings for relevant policies
 - Testify to persuade, dissuade, or provide an expert analysis
- Joining a government task force
 - temporary organization created to solve a particular problem.
- Leading a protest/volunteer organizing activity

**Now that you know
what grassroots
advocacy is...**



**Answer in the chat: Have you
ever participated in grassroots
advocacy?**

Lobbying



**Answer in the chat:
What words come to mind when you hear
the word “lobbying?”**

Lobbying



- Direct lobbying involves any attempt to influence specific, pending policies by communicating with an officials who have decision-making power
- “Lobbyists” are often employed by an organization to advocate, and are required to register and follow various ethics rules

Lobbying Tactics



- Building relationships with elected officials staff
 - Consistent communication/sharing, attending events, offering expertise
 - Publicly uplifting them when they follow through
- Presenting data/research/polling
 - District/state-specific
- Events
 - Congressional briefings

Good lobbyists....



- Think strategically
 - Identify based on research and knowledge
 - Listening and following leads
- Consistently communicate
 - Casual/building good rapport
 - Keeping in the loop with new resources, etc.

Public Awareness/Education



What is Public Awareness and Education?



- The process of giving the public information or training about a particular subject.
- Action is not usually explicitly tied in, but is often a prerequisite to action in the future

Public Awareness and Education Tactics



- Events
 - Webinars
 - Highlight people/organizations who can speak with authority on the issue
- Awareness campaigns
 - Storytelling
 - Advocacy August
- Digital media
 - Sharing news, new research, quotes
 - Websites, email lists

Good Public Education Campaigns..

- Produce true, easily consumable information
- Presented in multiple ways
- Are interesting, timely, and relevant



The MENTOR Advocate



Ways you can engage and take action for the mentoring movement



Taking Action



- Action alerts! Tweet at and write to your Members of Congress
 - Participate and share action alerts
 - Keep an eye out for updates shared on social media and the MENTOR Advocate
- Get educated through MENTOR's [advocacy resources webpage](#)
- Participate in [MENTOR's Capitol Hill Day](#)
- Get involved in state and local advocacy through your [MENTOR Affiliate](#)

What's next?



Assignment



- Complete a short quiz. The quiz consists of 5 different questions and a place to upload a screenshot of you contacting an elected official through MENTOR's Action Center
- This assignment must be completed in order to advance to the next course
 - Only people that complete the assignment will receive the registration link

Next Course



- **Policy and Advocacy Communications 101**

November 15th at 7PM EST, and December 7th at 1 PM EST

This session will focus on effective message development. It will cover how to use data and stories to formulate strong, strategic, and persuasive messages; best practices for presentations/meetings with elected officials and/or their staff; and how to organize in your community. Attendees must complete the Government 101 and Advocacy 101 trainings and assignments in order to register for this course.

Questions?

