

**WellstoneAction!**  
Educate. Advocate. Organize.

Grassroots Public Policy  
Advocacy, Education and Lobbying

Wellstone Action - ~~we~~**your name**

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**What is advocacy?**

**Advocacy** = the general promotion of an idea or cause.

**It includes:**

- identifying the issue or problem,
- educating elected officials, the public and the media,
- proposing a solution, and
- organizing people to act.

your name

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**What is lobbying?**

**Lobbying** is asking an elected or appointed official to vote in a particular way on a specific piece of legislation or rule.

Lobbying is limited by legal statute; advocacy efforts are unlimited.

your name

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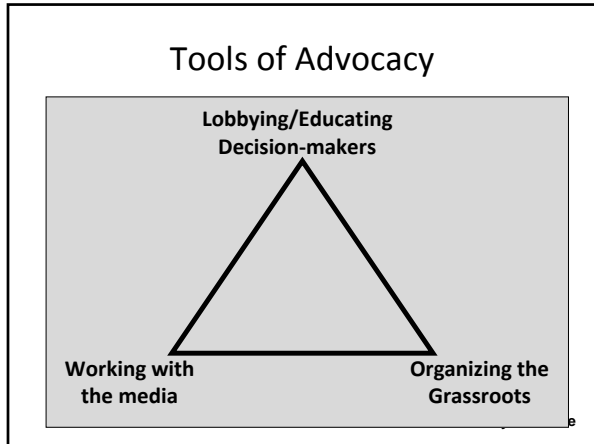
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Effective Grassroots Advocacy

Ways to educate or lobby elected officials

- Letters – form, petition, personal ...
- E-mail
- Phone calls
- Letters to the editor – op-ed
- Paid ads
- Face-to-face meetings

your name

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Step 1:  
*Who is this Congressperson, anyway?*

- What's their voting history on the issue?
- What have they said publicly about it?
- What in their personal, professional or volunteer background could be a point of connection on the issue?
- What if we don't know much about them?

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Step 2:  
*What's the goal of the meeting?*

- **Supporter** → **Commitment & Champion**
- **Undecided** → **Supporter**
- **Opponent** → **Sideline-sitter**

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Step 3:  
*Scheduling the meeting*

- **Making the call**
- **The best timing for the meeting**
- **Accepting a meeting with staff**
- **Other options than meetings**
- **Making a formal request**

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Step 4:  
*What are we going to say?  
Who's saying it?*

- **Make it clear, concise & compelling.**
- **Who you are matters. Tell your story.**
- **Demonstrate your power.**
- **Messengers matter.**

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Step 5:  
*What's my role?*

- Meeting Leader
- Story Teller
- Pitcher
- Meeting Recorder
- Best Supporting Actors

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Step 6:  
*What's the agenda?*

- Introductions
- Meeting overview
- Personal stories
- The “Ask”
- Your response
- Wrap-up, thanks and next steps

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*What else do I need to know?*

1. **Control the conversation.**
2. **Stay on message.**
3. **Saying “I don't know” is not a crime.**
4. **Think long-term about the relationship.**

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*One last time...*

1. **Knowing your audience.**
2. **Setting clear goals.**
3. **Getting on the schedule.**
4. **Effective message and messenger.**
5. **Clear roles.**
6. **Structured agenda.**
7. **Oh, yeah...victory!!!**

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**Relationships matter**

Long-term, effective advocacy requires positive, trusting, strategic relationships with elected officials and staff.

**Keep building**

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