

Go Fishing...

Talk to your Legislators

~

Threase Harms
Advocacy Strategies, LLC
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Use what in your Tackle Box

- Learn “The Rules of Fishing”
- Put your Hook, Line and Sinker into Action with a little practice
- Go Fishing!



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Communication is ESSENTIAL

- Fundamental to any change
 - Policy, System or Environment
- Build relationships first then advocate
- Not just WHAT, but WHY and HOW
- Never assume it will happen on its own
 - Or that leaders or the media will come to you



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Most Effective Methods

1. Face to Face Individual Visit
2. Face to Face Group Visit
3. Telephone Call
4. Personal Letter
5. Resolution Passed by an Organization
6. Petition
7. News Report
8. Form Letter

How to Communicate

DO

- Introduce yourself
- Know your issue
- Specify the particular bill or legislation of concern
- Bring supporting materials
- Express your opinion
- Be brief and concise
- Ask for their support
- Thank you and follow up

DON'T

- Confront or threaten
- Behave arrogantly
- Overwhelm people
- Misinform anyone
- Confuse issues
- Ignore opportunities

Hook, Line & Sinker Method

- **HOOK**
 - Your ID...

- **LINE**
 - Your Message...

- **SINKER**
 - The Ask...



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HOOK

- ❖ Your name
- ❖ Where you live
- ❖ The organization you represent
- ❖ Your role with the organization (patient, advocate, volunteer, staff, board member)

My Hook: Good afternoon Senator, my name is Threase Harms. I'm a volunteer for the CHAIN group here in that state. I live in Windsor Heights, the heart of your district. I also serve on the Easter Seals and chamber boards who are actively involved with this issue.



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What's Your Hook?



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LINE

- ❖ Tell about the issue
- ❖ Share a personal story
- ❖ State the facts about the issue
- ❖ Articulate how you are impacted or why you care about the issue

My Line: I want to talk to you about SF 2297, contagious disease crimes legislation that addresses the unfair HIV criminal transmission laws in Iowa. As a sister of two gay men, I have great concerns about the current law and the potential impact it has on their lives.

What's Your Line?



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SINKER

- What action do you want taken on the issue.

My Sinker:

Now that you have a better understanding this issue, I would like to ask for your support of this bill.

Will you vote for SF 2297?



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What's Your Sinker?



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SUCCESS

The **KEY** to being a successful advocate for any organization is to Communicate and Build Relationships

When you do...

YOU become the TRUSTED Expert



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My Challenge to YOU...

- Identify your legislators and local officials
- Go Fishin'
 - Build a trusted relationship...
 - Talk with them about issues you care about...

Then ask to them to
support your issue!



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Questions

Advocacy
Strategies

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