

**Delaware Libraries Association  
Advocacy 101:  
Leverage Your Voice For Results  
January 2021**

# About DANA

- ❑ Mission to strengthen, enhance & advance nonprofits in Delaware
  - Advocacy
  - Capacity Development (workshops, mentoring, consulting)
  - Networking/collaboration facilitation
  - Information & Resources
  
- ❑ Provide Expertise to Nonprofits
  - Engaged & Effective Nonprofit Boards
  - Sustainable Organizations
  - Strategic Planning
  - Leadership Development
  
- ❑ Support an alliance of 400 nonprofits, foundation, & business partners

# Thank You To Our Alliance Partners

LONGWOOD *foundation*



JPMORGAN CHASE & CO.



*The Laffey-McHugh  
Foundation*



CRESTLEA  
FOUNDATION



WELFARE  
FOUNDATION



**“Don’t tell me what you value, show me your budget, and I’ll tell you what you value.”**

**- JOE BIDEN**



**Due**.com


# Polycymaker Engagement

In Delaware, relationships are powerful and can vastly impact legislative outcomes. To continue forward momentum of a policy agenda, it is necessary to:

- Influence behaviors
- Change the course of events
- Overcome resistance



# A Quick Review: Levels Of Engagement



Empower issue  
champions

Advance knowledge  
on specific initiatives  
(of interest)

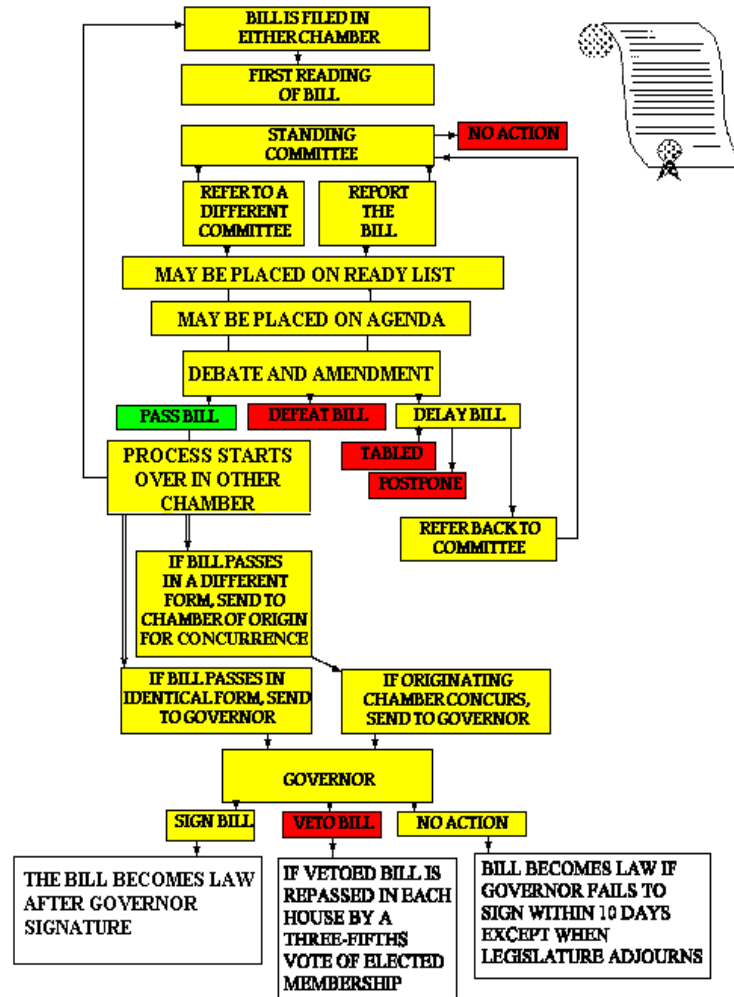
Share your brand and  
issue profile

- Lead issue initiatives through legislation
- Encourage peer advocacy
- Encourage interest in specific issues/priorities
- Inform through events/site visits/print resources/targeted meetings
- Introduce your organization/cause, and educate about its purpose
- Position yourself as a resource and partner



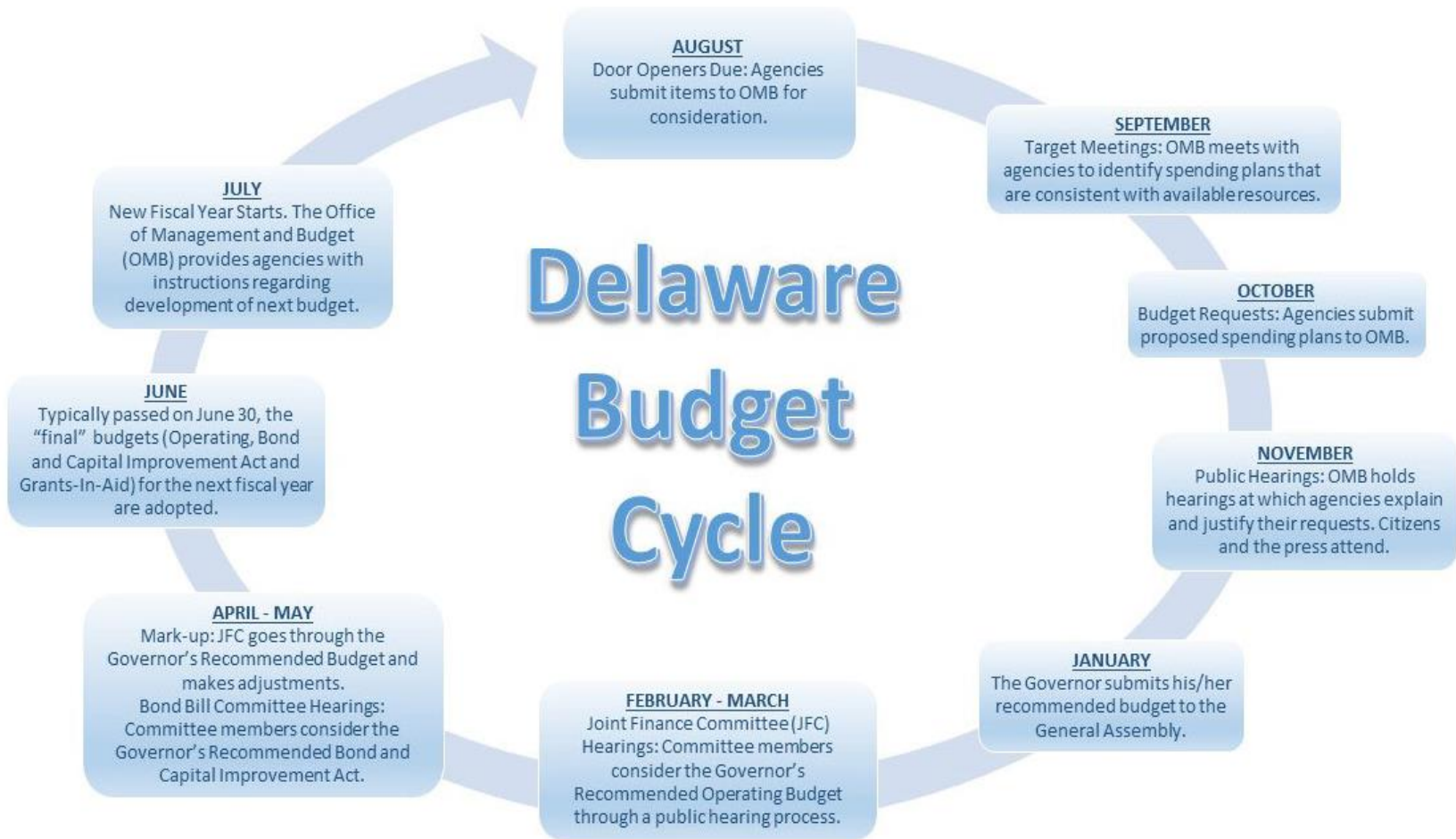
# Legislative Process

## How A Bill Becomes A Law



RULES OF THE SENATE AND HOUSE OF REPRESENTATIVES PROVIDE FOR OCCASIONAL EXCEPTIONS TO THIS PROCESS

# Budget Development Process





# Advocacy Planning and Relationship Building



# What Do You Want To Accomplish?

- Set clear goals with measurable outcomes
  - Define your specific issue and EXACTLY what you are trying to accomplish
  - Set appropriate and achievable goals
    - ✓ 3 overall goals for the year
    - ✓ 1-2 goals per month
  
- Identify potential compromises you'd be willing to accept/propose
  
- Outline who will be your primary targets to accomplish your goals

# Know Your Audience

Explore policymakers party, background and their legislative and personal interests

Know your fellow advocates in the space (partners and coalitions).

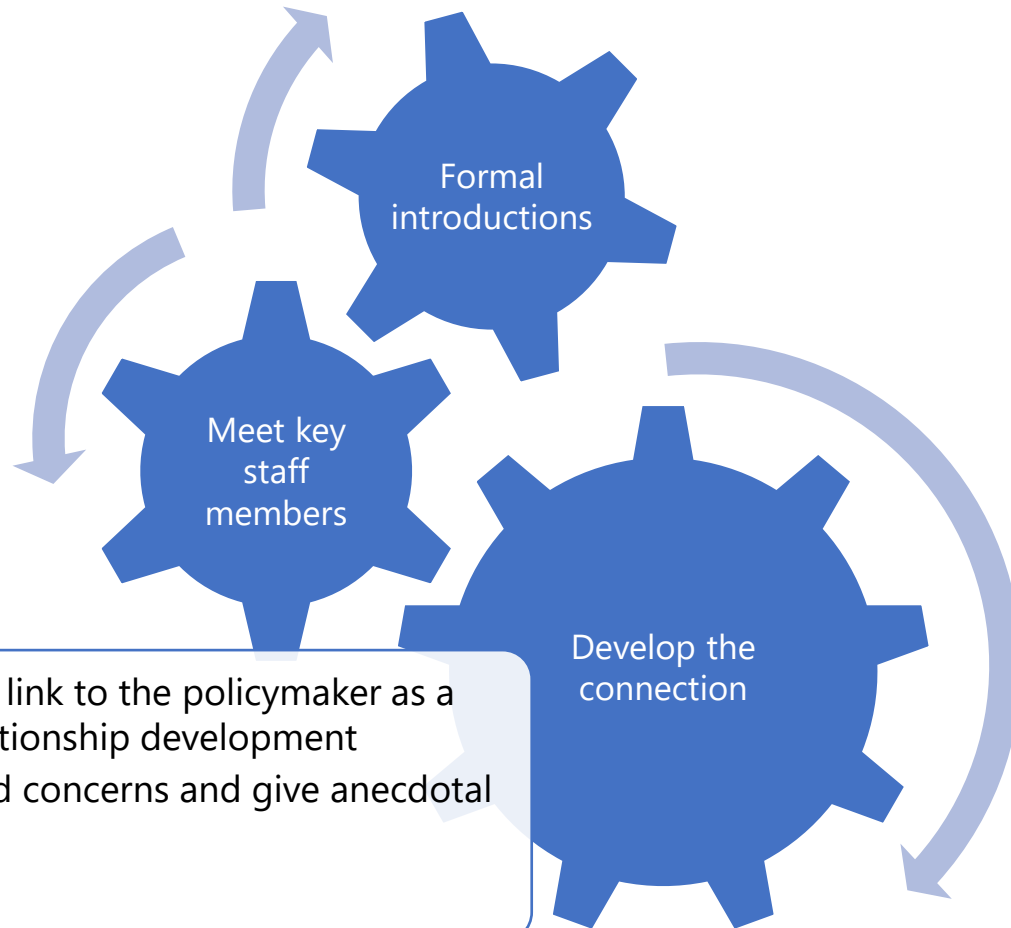
Learn which committees may have jurisdiction over your issues.

Understand who and what influences each policymaker.

# Know Your Issue: Framing the Message

- ❑ Put yourself in the position of a policymaker when developing your message
  - Be clear on your ask and how it serves the policymakers' constituency
    - ✓ What matters most?
    - ✓ Who would you serve?
    - ✓ What is the ask?
  
- ❑ Personalize your issue or group with a real person who people can relate to – supporter, employee, member, or constituent
  
- ❑ Materials for the “in” basket, not the waste basket
  - Develop a 1-2 page leave behind for member in online and printable formats

# Establish Relationships



- Find a personal link to the policymaker as a first step in relationship development
- Focus on shared concerns and give anecdotal examples.

# After The Meeting

Post-meeting actions are just as important as the meeting itself.

## Follow up

- Send a hand-written thank you note to thank them for the time
- Invite them to see your program in action through site visits
- Encourage your peers and constituents to reach out to show demand for your issue

## Be patient

- Legislators may not have the same depth of knowledge around your issue, and they are focusing on many issue areas
- It can take time to build support for an issue
  - ✓ The timeline for a proposal that doesn't have a fiscal note can take a year
  - ✓ If there is a cost associated it can take longer



# Tactics for Outreach and Engagement: Virtual Opportunities

- ❑ Social media can be an excellent way to reach policymakers and advocates
  - Like, Friend, and Follow
  - Virtual Constituent Coffees and Town Hall opportunities
  - Publicly acknowledge when your policymakers are serving you well!
  
- ❑ Use the Public Meeting Calendar to be visible and vocal
  - Attend Town Hall Meetings, Issue Convenings, Committee Hearings
  - Ask questions and share your concerns
  
- ❑ Create the opportunity for policymaker engagement
  - Invite legislators to speak to your subsector/constituents.
    - ✓ Your constituents are their constituents



# Thank you for participating!

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