Closing out the 112th Congress and Learning about the 113th
Who’s Speaking?

Stephanie Vance
The Advocacy Guru and Author of: The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World That Will Get You to Yes

- Capitol Hill Chief of Staff
- Former lobbyist for NPR
- Author of four other and equally fabulous books on advocacy
Who’s Going to be Speaking at MW? What the Election Results Mean for Libraries

- Jennifer Duffy-Senior Editor, *Cook Report*
- Breakdown of election results, committee changes, legislation to watch
- Saturday, January 26, 8:30-10:00am, Seattle Convention Center Room 602-603
About the Webinar

- Recording / Materials
- Mute Only
- Q&A
What the Elections Meant

Lame Duck Policies and Politics

Strategies for Impacting the Debate

Messaging to Drive the Agenda

The GR Strategy Calendar
What the Elections Meant
What They SAY They’ll Work On (among other things)

Sequestration / Tax / Debt possibly CR
Hurricane Sandy
SGR
Cybersecurity
DoD
Farm Bill
FISA
Housing
Iran
Russia
Petraeus / Benghazi
Violence Against Women
TANF
Technical Corrections
Unemployment (WIA)

What They’ll Actually Tackle

Hurricane Sandy
Sequestration
SGR
113th Congress

- Perkins
- Head Start
- Native American Programs Act
- Older Americans Act
- Higher Ed
- IDEA

- Education Sciences Reform
- National Assessment of Education Progress
- ESEA
- Juvenile Justice
- Adult Education and Family Literacy Act
- WIA
- National Foundation on the Arts and Humanities
# The “Can’s” and “Can’ts”

## What You Can Do
- Connect to the top of the agenda
- Easy/bipartisan solutions
- Look to the states and agencies
- Prepare your own battle plan

## What You Can’t Do
- Make them focus on your issue
- Christmas Trees
- Focus only on Congress
- Prepare for everything
Messaging: What to Say
Messaging: How to Say It
Messaging: How to Say It

SAMPLE ANALYSIS

Activities that Influence

Determinants of Gaining Access

Mean

0.3
0.5
0.8

Creating the Calendar
November: Know the Goal
Research Strategy
Education, PR, Advocacy, Lobbying
December: Research
Direct Lobbying & Possible Advocate Strategy

What You Should Know
- Committee Situation
- Your Connections
- Policy Interests
- Re-election percentage
- Campaign finance situation
January: Making Connections

Direct Lobbying Strategy

- Get to know new legislators and reconnect with the survivors
- Ask them “who will handle library issues?”
February: Money Direct Lobbying & PAC Strategy
March: Hone The Message with the Message Formula
Advocate Strategy

- Hello, my name is [] and I’m from [] (establishees relevancy)
- I am here to talk to you about [policy / relationship ask]
- Knowing of your interest in [info about your audience] we think you’ll be interested as well
- This is important to the people I represent because [personal story]
- That’s why we really hope you’ll [ask]
- I’d like to follow-up by [follow-up ideas]
- Can I get contact information for all the appropriate people in your office?
April: Media Messaging
PR Strategy

What’s the VENUE  What’s the HOOK
May: Lobby Day
Advocate Strategy

- Is it necessary?
- When to start planning
- How to promote
- Scheduling
- Issue development
- Messaging
- Day-of Logistics
June: Get to Know the Staff
Direct Lobbying & Advocate Strategy

- Talk to the Right Person
- Remember, Your Issue Is One of Many
- Staff Contact Has Advantages Over Member Contact
- Institutional Memory in an Elected Official’s Office Can Be Short
- Expect (and Appreciate) Youth
July: Site Visits
Advocate Strategy

- Decide who to invite
  - Don’t Forget Staff
  - Potential Pitfalls
- Decide what to show them: You’ll be surprised at what interested them
- The invitation process
- Who should attend on your end (“real” people)
- Logistics, logistics, logistics
- Recording the event
August: Townhalls
Advocate Strategy

- What do advocates need to know?
- What are the best ways to get involved?
- How do you find out when they are?
September: Net-Play

Lobbying Strategy

Stop stressing about a 27-step process for getting to know people. Go to events, talk to people and focus on those you like. The rest will come.

iStockPhoto.com
October: Coalitions
All of the Above Strategy

- Building coalitions from YOUR perspective
- Building coalitions from your AUDIENCE’S perspective
- Segmenting
- Political considerations
  - Are their groups we don’t want to partner with?
- Identify coalition member strengths
  - Message
  - Contacts
  - Advocates
The Yearly Planning Worksheet

Advocacy Through Out the Year!

January: Legislative Outreach
At both the federal and state levels (and often the local level), January is a time for new legislatures to start “honing the ropes.” Use this as an opportunity to introduce them to your policy issues through a letter or phone call and, where appropriate, start building a relationship with any new staff people.
Action Item

February: Follow the Dollars
At most levels of government, February marks the start (or continuation) of the budget process. As many advocates are looking for resources, think of a good point to see you know what’s going on. At the federal level, check out the Center for Budget and Policy Priorities at http://www.cbpp.org. At the state level, look for budget information through your state’s Legislative Finance/Policy office or on your state legislative website. You can also check out the governor’s speech. Find figures that show how the budget process affects you.
Action Item

March: hone Your Message with the Message Formula

To be agreed with you, you need a message that resonates with your audience. Build that kind of message using the message formula below:
- Hello, my name is [name] (introduces self and establishes relevancy)
- I am here to talk to you about [policy or relationship issue]
- Knowing of your interest in [policy issue] (do you know of an interest in a policy you’re talking to interested?)
- Why this is important to you (personal story)
- This is important to the people I represent because [personal story]
- That’s why I’m here, today ( reinforces)
- I’d like to follow up on/ (further discussion)
- Can I get contact information for all the appropriate people in your office?
Action Item

April: Media Messaging
Radio TV Internet? Newspapers? Each venue can help you get the word out, but each wants different things. Radio wants sound bytes; television wants pictures; newspapers want stories and the insiders’ all of the above. Find your “hook” in terms of hot topics and reputable media and you’ll be on your way to free publicity in no time.
Action Item

May: Get to Know the Staff
In Washington, D.C., all seem 34 years old. In California they’re called “MIRVs” (they’re 20-30s and make $120K per year). In many cases, getting to know staff people can move your issue forward even before getting to know the policymakers.
Action Item

June: Make a Relationship-Building Ask
You don’t always have to ask a legislator to co-sponsor or stop a controversial bill. Sometimes you can simply ask him or her to make a statement, talk to your group or participate in a nice event (see the last e-mail program as well as the August idea below). What kind of action might you ask them to take that would get them actively engaged, without being too complicated?
Action Item

July: Social Media Outreach
Social media is here to stay and can be an incredibly useful tool for effective advocacy. “Like” your organization on Facebook; you don’t have to actually “like” them. Find mutual connections on LinkedIn. Follow them on Twitter. All these steps will give you new insights into their interests and actions.
Action Item

August: Site Visits
This is where policy went in to site visits in more detail. Showing a legislator or staff person something “on the ground” helps them understand how what you’re asking for connects to the real live people they represent. August is a prime time for visits, so get going.
Action Item

September: Election Strategies
Year-Round: Puppies and Children Rule

No Matter WHO you lobby for, there are PEOPLE involved

Find the “heartstrings” and pull them – without going overboard.
Checklist
Contact Information

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