

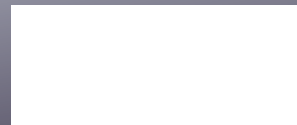
# **Walking the Halls and Building Influence**



SUMMER ORGANIZING  
INSTITUTE

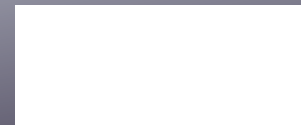
# **What is legislative advocacy?**

**Working with lawmakers to gain  
support for our cause**





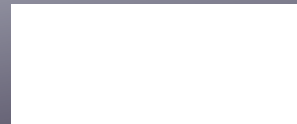
# Lobbying: the Good, the Bad, and the Ugly



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# **Who Are My Elected Officials?**

- **Local School Board**
- **Local Board of Supervisors/City Council**
- **State Legislators**
- **U.S. Congressional Delegation**



# Who are my elected officials?



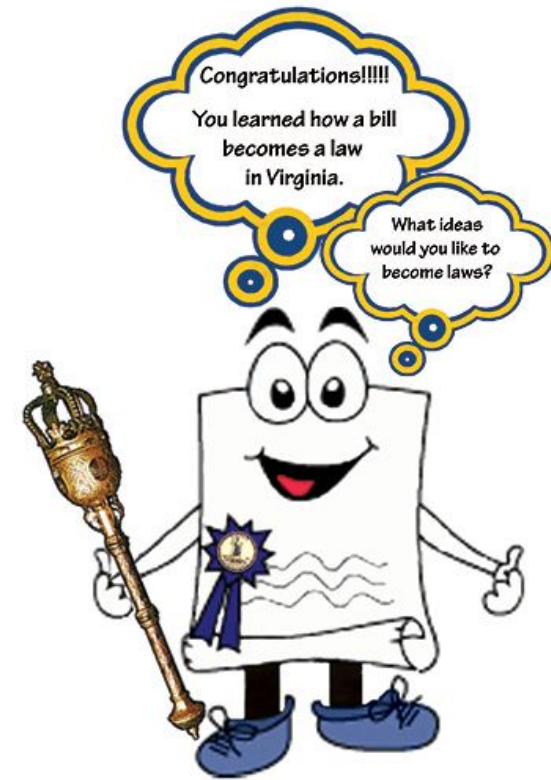
## Who's my Legislator?

Who is my Legislator is an online tool that allows for Virginia citizens to determine which Senator and House of Delegates member represents them in the Virginia General Assembly, as well as those in the U.S. House and Senate.

<https://whosmy.virginiageneralassembly.gov/>

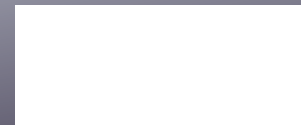
<https://whosmy.virginiageneralassembly.gov/>

# HOW DOES A BILL BECOME A LAW?



# **How to Organize for Legislative Advocacy?**

- **Get as many people involved as possible**
- **Establish a local legislative advocacy team**
- **Make all objectives/priorities clear**
- **Be competent/confident in your message**
- **Create a Communication Network**
- **Take the Long View**



# **Working with Legislators**

- **They Represent You**
- **They Are Interested in What You Have to Say**
- **There May Not Always Be Agreement**
- **Remember Issues Before Politics**





# **Preparing For the Visit**

- **Establish Your Lobby Team**
- **Schedule the Meeting**
- **Determine What Is to Be Discussed**
- **Practice What Each Member of Team Plans to Say**
- **Prepare Any Resources to Be Shared**
- **Send Out Reminders of the Meeting**



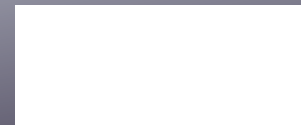
# **During the Visit**

- **Introduce the Lobby Team**
- **Make the Pitch**
- **Be Clear About the “Ask”**
- **Be Open to Questions**



# **After the Visit**

- **Conduct a Short Debrief with Your Team**
- **Complete the your Lobby Visit Form**
- **Follow-up**
- **Contact Them as New Issues Arise**



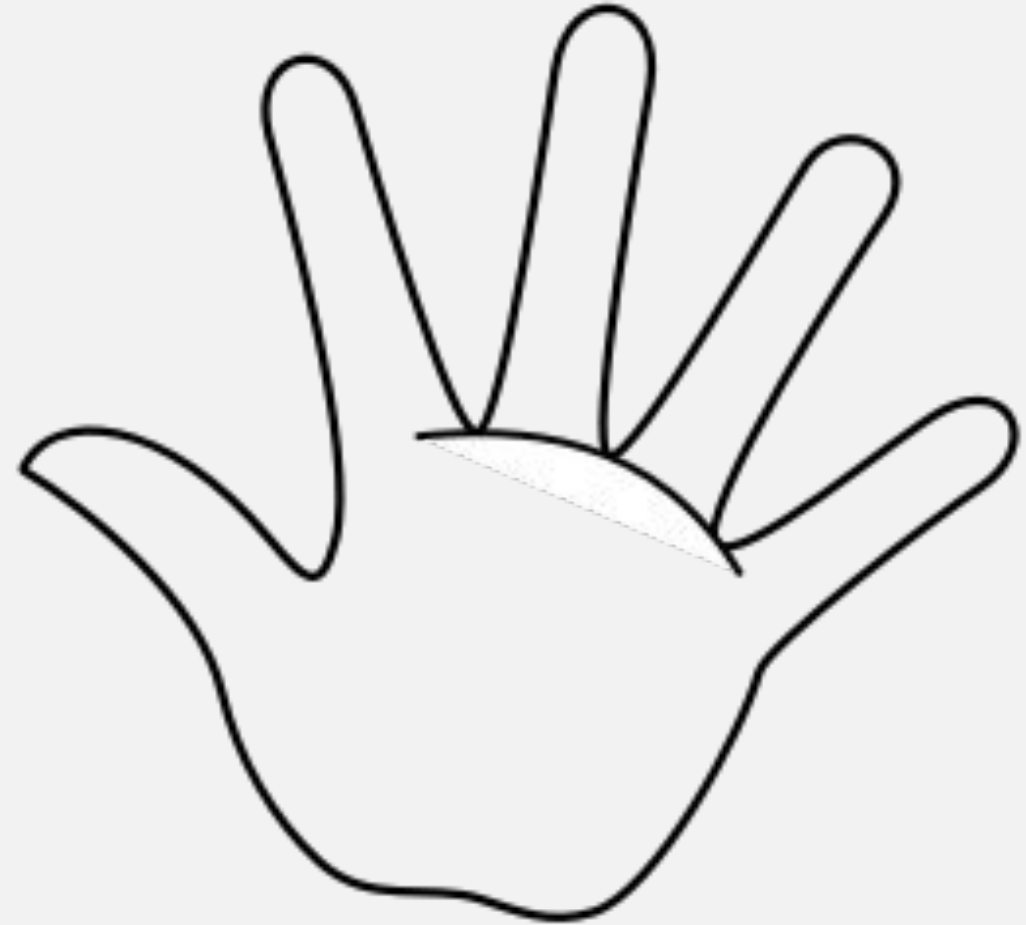
STORIES  
CONNECT  
PEOPLE TO FACTS  
AND MOVE THEM  
TO ACTION

**THE  
POWERFUL  
REASON  
YOU SHOULD  
TELL YOUR  
STORY**



# TELL YOUR STORY

- Pinky: Introduce yourself
- Ring: What is the issue?
- Middle: Why do you care about this issue?  
(Shared values)
- Palm: Your personal story
- Index: Why elected official should care  
(values or facts)
- Thumb: The “Ask”
- Palm: Your personal story



## TALKING ABOUT INFRASTRUCTURE

Over half of Virginia's schools are over 50 years old, and the state has identified \$25 billion of backlog infrastructure needs in 2021.

Updated air filtration systems are essential to mitigating the spread of COVID in schools, and additional funding is needed to modernize all buildings.

Aging school infrastructure is related to worse instruction for students, negatively impacts student achievement, increased absenteeism, and increased dropout rates..

Virginia's contribution to school infrastructure has been among the lowest of any state in the country.

Many schools are not ADA compliant - preventing students with disabilities from fully engaging in safe and accessible public schooling.



## TAKEAWAYS

- Building Relationships are key.
- Knowledge is power.
- Your story is powerful.
- Values and emotion move people to action.
- You are the expert of your experience.