

## ADVOCACY 201 – USING YOUR VOICE AS AN ADVOCATE

### ADVOCACY 101 Introduced Us to the Following Topics:

1. Guidelines for Effectively Telling Our Story
2. How A Bill Becomes A Bill
3. Grasstops Exercise
4. Case Study: 2-1-1 in Rhode Island (2015)
5. Action Alert Earned Income Tax Credit (2015)
6. United Way Advocacy Forum and State House Day
7. Sample Case Studies: Afterschool and Early Learning

**ADVOCACY 201** is an opportunity for us to further explore setting up a meeting with your elected official, your elevator pitch to elected officials and Grasstops, perfect your testimony and receive feedback from actual elected officials. Our goal is to host the event in the House or Senate chamber or at a Town Council to give participants an insight into what the process looks and feels like, to navigate your way to the chamber and absorb the enormity of the engaging opportunity to leverage your voice in ADVOCACY.

### What to bring:

- **Your Elevator Speech** – a pitch you would make to an elected official if you had them for a captive 30 seconds in an elevator. We ask you to remember the following:
  - Know Your Audience
  - Focus on Education, Income and Homes
  - Emphasize Results over Process
  - Don't Dwell on "The Problem"
  - Weave Individual Stories into Bigger Picture
  - The types of information that will be most useful for the 2020 Advocacy Forum and Hill Day
- **Grasstops Exercise** - Individuals with a high professional/public profiles, can influence decision makers.
- **A Good Attitude** to work through and perfect your pitch. Please practice your pitch before you attend Advocacy 201 so that your time can be spent perfect (and not learning) your pitch. If you are having trouble learning your pitch, please come anyway. Maybe we can help make it easier to get to know and share with you.