

Building Your Advocacy Network Beyond Health Care

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HILL
DAY
SEPT. 17-18, 2019
WASHINGTON, DC

Congressional Operations

- Training, consulting, research to support a functioning Congress
- 1,000 staff from 300 offices

Citizen Engagement

- Unique studies, trainings, and resources for citizen advocates
- 80,000 Americans from hundreds of organizations

Agenda

- Grassroots vs. Grasstops Advocates
- Researching Lawmakers
- Mapping Your Connections to Congress
- Identifying Potential Stakeholders with an Interest in Your Issue
- Strategies for Keeping Advocates Engaged
- **Please Ask Questions!**

Grassroots vs. Grasstops Advocates

GrassROOTS

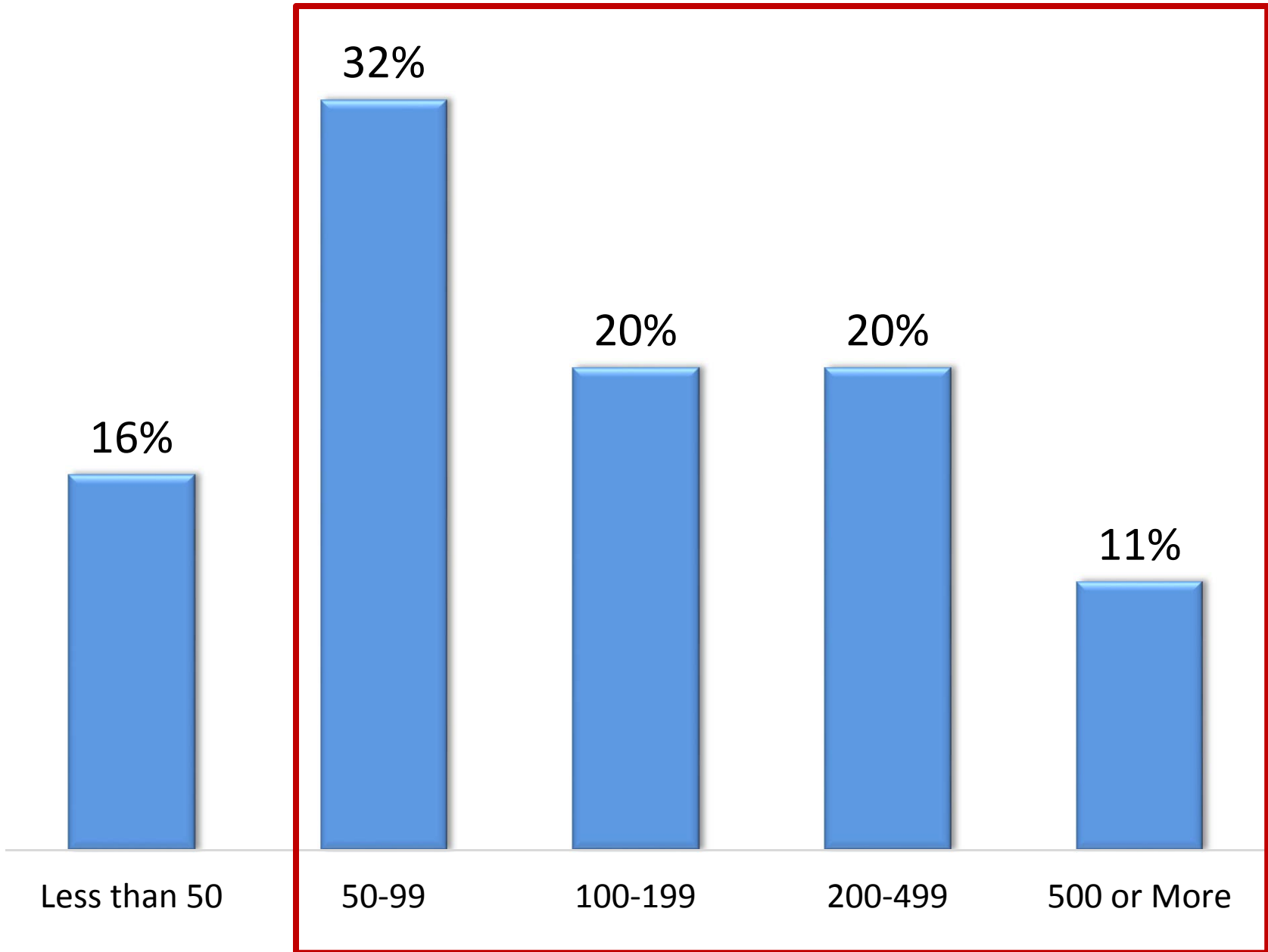
- No connection to legislators
- Unlikely connection to multiple constituents
- Small asset/economic footprint
- Commonly engages via form email campaigns

GrassTOPS

- Possible connections to legislators
- Connection or influence to multiple constituents
- Large asset/economic footprint
- Engages in a variety of ways
 - Personalized email
 - Face to face

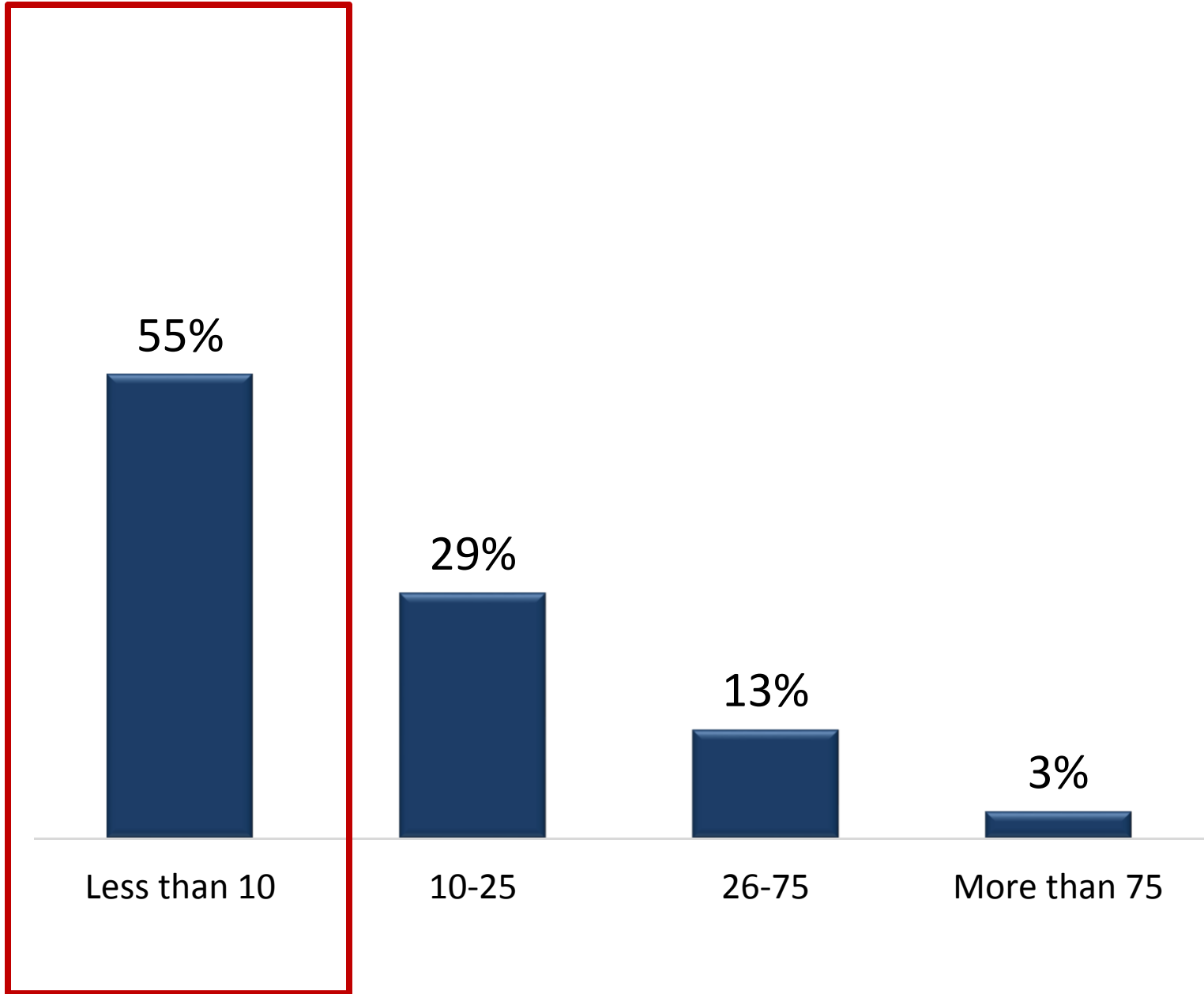
Question

If your Member has not arrived at a firm decision on an issue, approximately how many FORM email messages from constituents does it take for your office to consider taking the action requested?



Question

If your Member has not arrived at a firm decision on an issue, approximately how many email messages from people who represent many constituents (e.g., organization leader, elected official, business owner) does it take for your office to consider taking the action requested?

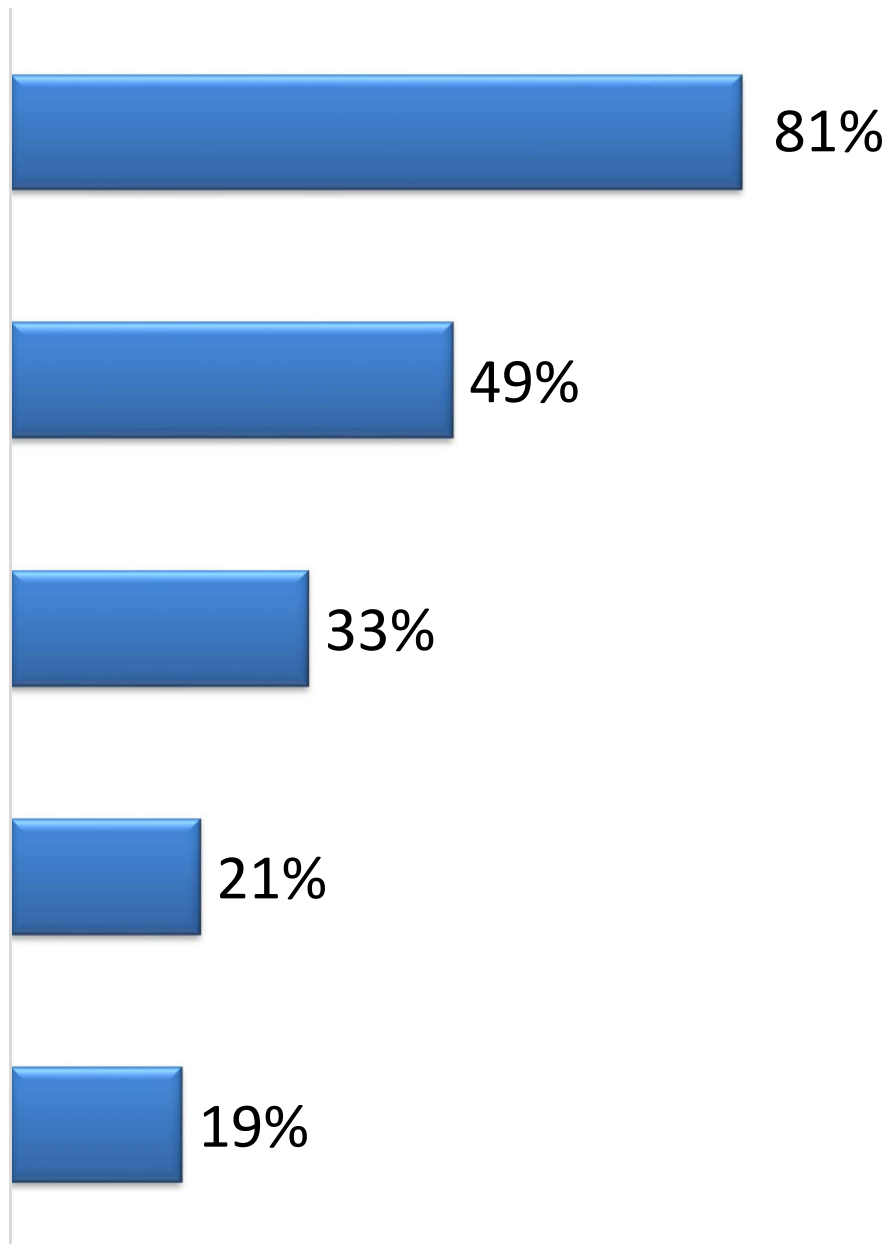


Survey Question

When making a recommendation to your boss on a vote or co-sponsorship, how important are the following in your decision-making process?

Position of interest groups
which will rate the action on a
public scorecard

Very important





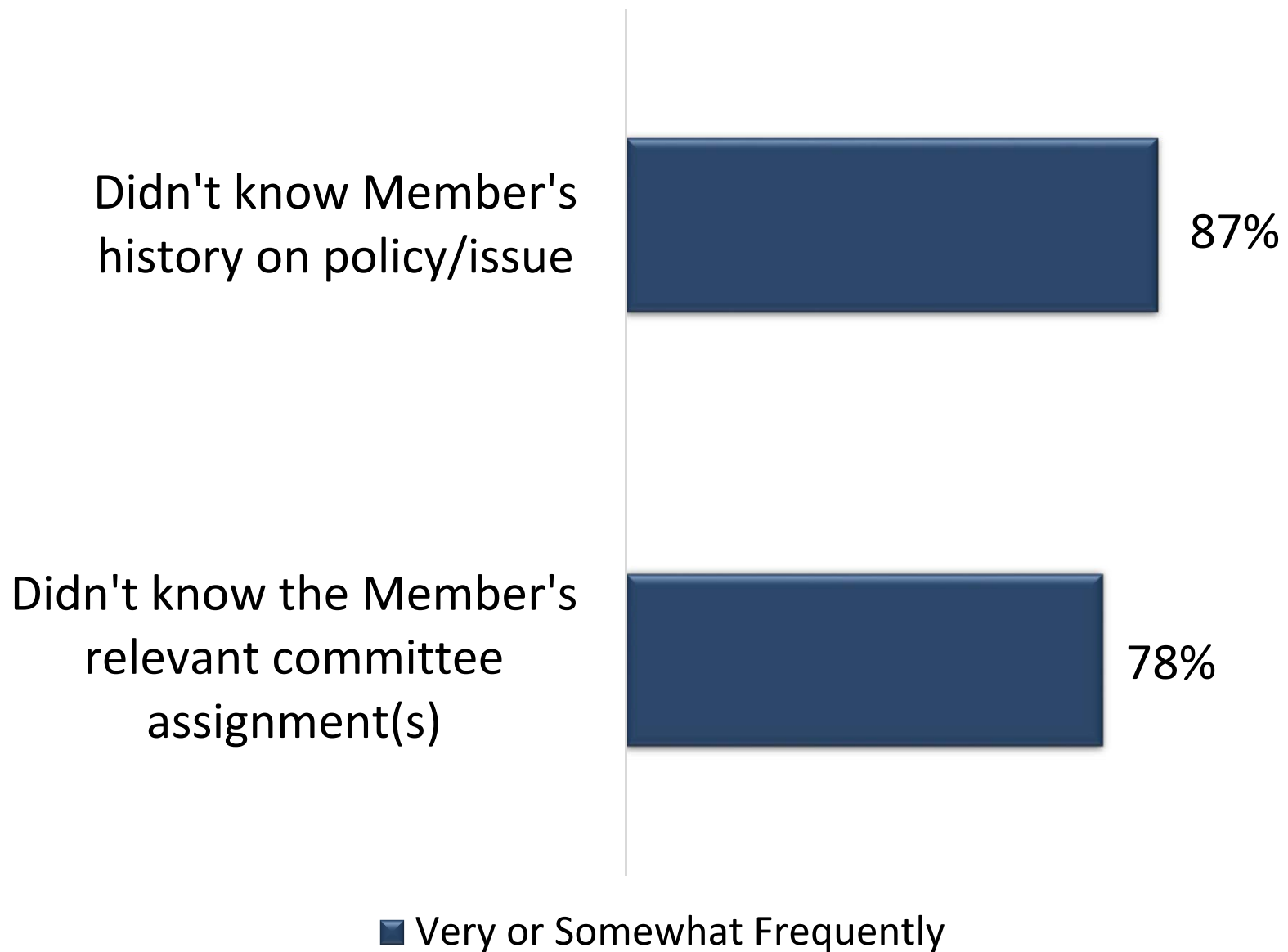
Researching Lawmakers

Legislator Profile

- Research your Members and Senators:
 - Committee Assignments
 - Professional Background
 - Schools Attended
 - Policy Priorities
 - Key Votes on Your Issues
 - Community Affiliations (e.g. clubs, churches, etc.)
 - Potential Family Connections

Survey Question

“How frequently do you experience the following in constituent meetings?”



Legislator Profile

“It's disappointing when constituents and/or lobbyists come in for meetings and they are clueless about the Congressman, district and committee assignments.”

- House Chief of Staff



Mapping Your Connections to Congress

How to Conduct a Relationship Audit

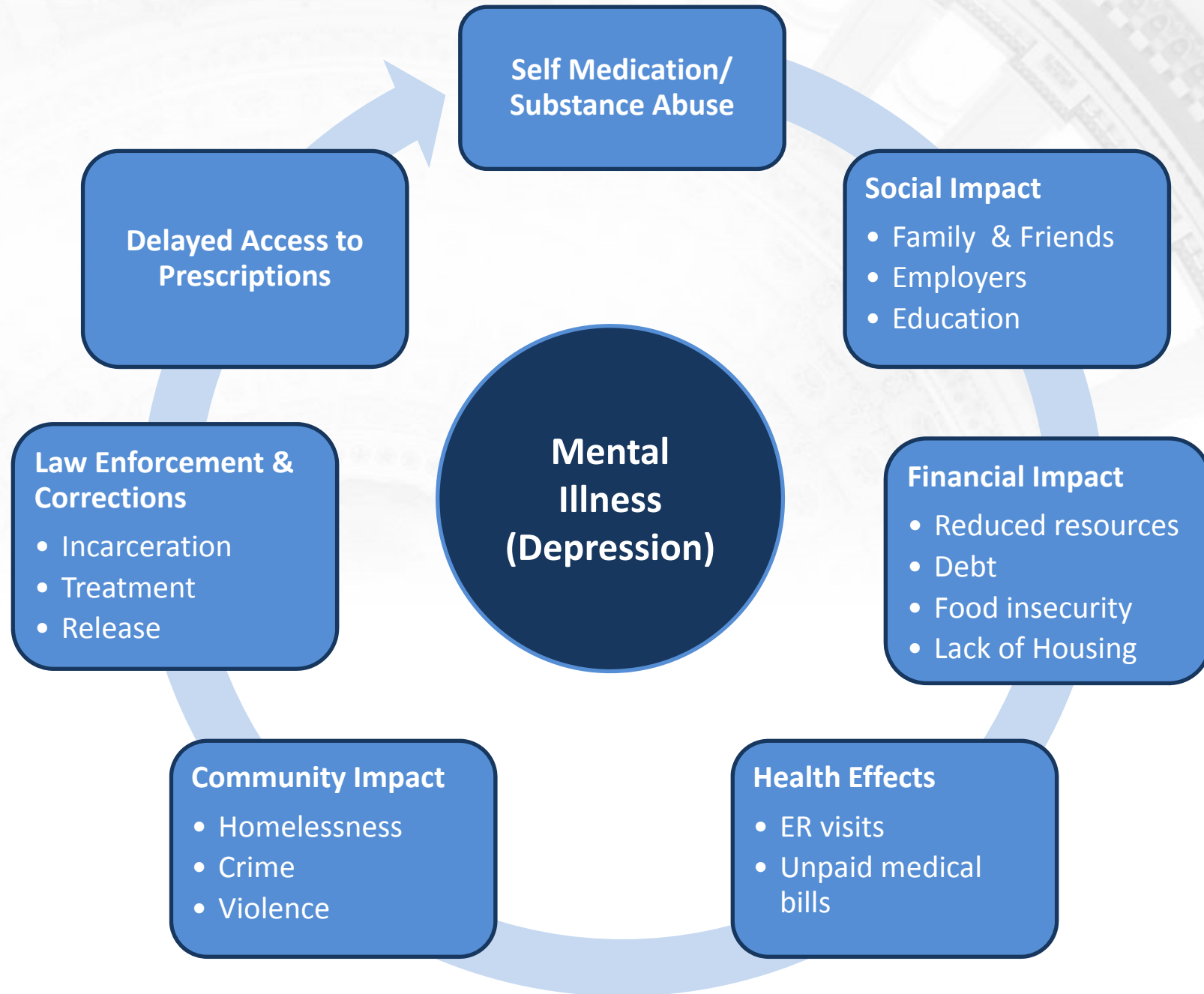
- Develop System for Storing Data
- Develop SHORT Poll
- ~~Don't Give Up Until It's Complete~~ It's NEVER Complete
- Rate the Relationship

Rate the Relationship

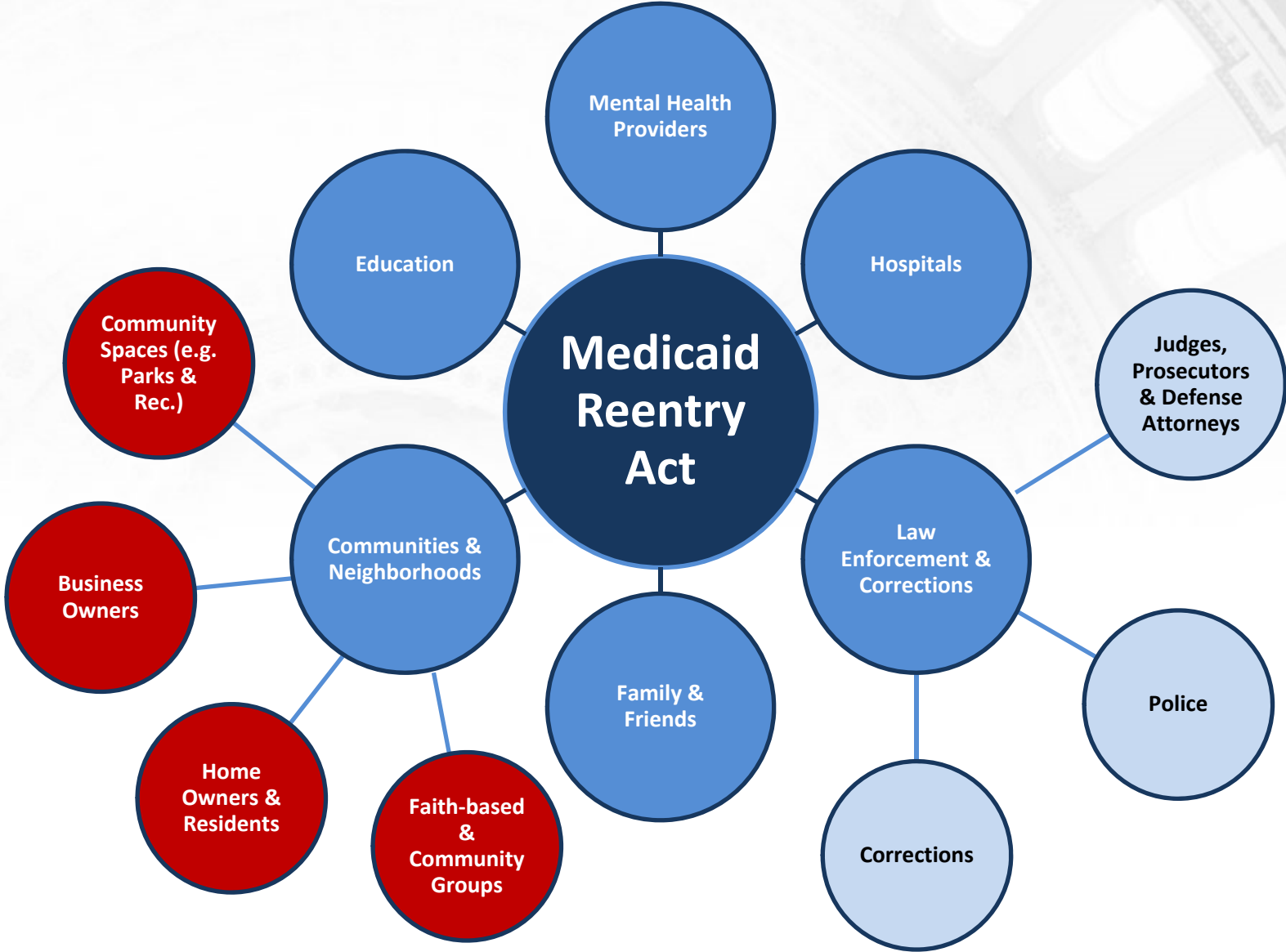
- Skills
- Quality of Relationships
- How Trusted They Are by the Legislator
- How Valuable the Legislator is to Your Cause
- How Much Will They Do



Identifying Community Stakeholders



Identify the Stakeholders





If you're not at the table, you're on
the menu

— *Michael Enzi* —

When you're off the menu...

- Legislators know and understand constituents' and groups' views on issues and legislation.

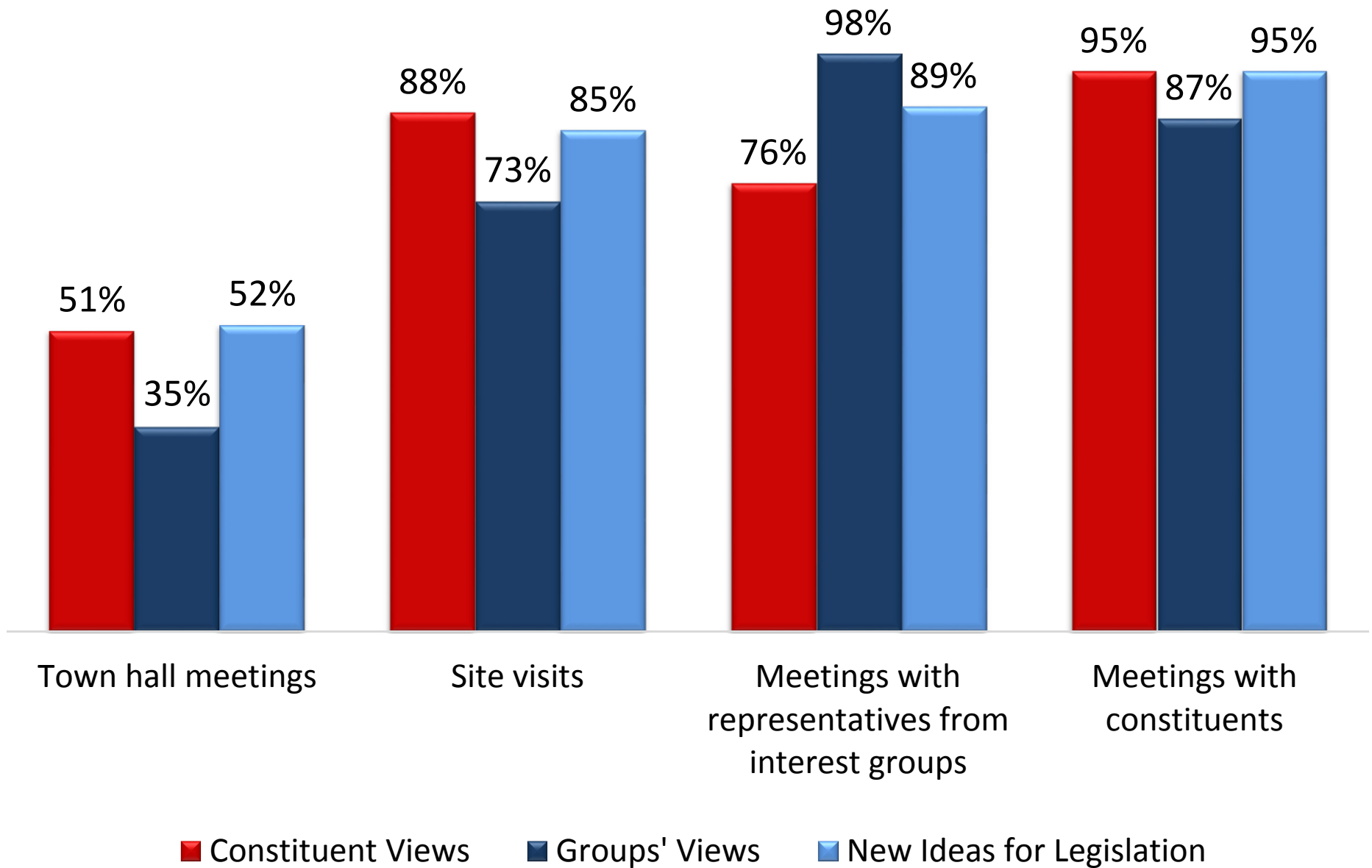
When you're invited to the table...

- Legislators involve you at the genesis of legislation

3 Survey Questions

- 1) When your Member is trying to understand **constituents' views** on pending issues and legislation, how important are the following activities?
- 2) When your Member is trying to understand **interest groups' views** on pending issues and legislation, how important are the following activities?
- 3) When your Member is trying to develop **new ideas for issues and legislation**, how important are the following activities?

Somewhat or Very Important





“We in America do not have government by the majority. We have government by the majority who participate.”

- Thomas Jefferson

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