

Institute for Organization Management
C470: Advocacy and Alliances
Northeast | August 3, 2022

“Business must learn the lesson long ago learned by labor and other self-interest groups. This lesson is that political power is necessary; that such power must be assiduously cultivated and that, when necessary, it must be used aggressively and with determination — without the reluctance which has been so characteristic of American Business.

— *Justice Lewis F. Powell prior to his appointment to the U.S. Supreme Court*

Course Objectives

- Development of Political Coalitions and Alliances
- Preparing Issue Papers, an Agenda, and Other Materials
- Building and Managing Relationships with Elected Leaders

DEVELOPMENT OF POLITICAL COALITIONS AND ALLIANCES

- **Coalitions and Alliances**
 - Finding issues in common
 - Building consensus around shared values
 - Conveying a united message
 - Preparing shared collateral materials
 - What to do when you do not agree
- **Things to Think About**
 - Are you better off alone?
 - How Will the coalition be financed?
 - Is the coalition going to require additional staff?
 - From what sources will you solicit and accept funds?
 - How do you manage members’ expectations?
 - When will it be time to pull the plug?

PREPARING ISSUE PAPERS, AN AGENDA, and OTHER MATERIALS

- **Building a Legislative Agenda**
 - Decide what issues really matter
 - Choose your issues with care
 - Partner with other organizations who care about your issues
 - Look for unlikely partners
 - Construct an All-Purpose Legislative Agenda

- **The All-Purpose Agenda**
 - Write a broad-based policy statement that will allow easy and quick maneuverability
 - Develop priority talking points
 - Think about how your agenda will be interpreted at all levels of government
- **Informing elected leaders about your policy positions**
 - Provide written policy statements to elected leaders at all levels of government
 - Host a meeting with elected leaders and your Government Affairs Committee
 - Boldly explain why your priorities are important to your community and members
 - Ask them which policy area is most meaningful to them

BUILDING AND MANAGING RELATIONSHIPS WITH ELECTED LEADERS

- **Maximize Existing Relationships**
 - Start with your members
 - Who do they already know
 - What district (city | state | federal) do they live in?
 - Where district (city | state | federal) is their business in?
- **Office Meetings**
 - Securing the appointment
 - Time sensitivities
 - Fact sheets
 - Personal experiences and stories
 - Group size | room size
 - Follow-up strategies
 - The importance of staff
- **Committee Meetings**
 - Work Sessions v. Public Hearings
 - The importance of staff relationships
 - Delivery of public testimony
 - Appropriate use of handouts
 - Effective follow-up strategies
- **Site Tours**
 - Security the appointment
 - Setting the agenda
 - Who will be on the program?
 - Is special clothing required? Footwear?
 - Preparing materials

- Effective follow-up strategies
- **Town Halls**
 - Be prepared !!
 - Know bill or ordinance numbers
 - Research elected leader's position
 - Conveying your message
 - Fact sheets
 - Using your members to tell their stories
- **Written Communications**
 - Addressing Correspondence
 - Constructing an advocacy letter or email
 - Who should receive your letter?
 - The importance of...
 - full sentences and proper grammar
 - civility
- **Telephony Communications**
 - Know who you are calling
 - Be prepared
 - Be able to convey your message in a variety of ways
 - Ask for a commitment
 - The value of text messages
- **Using the Media | Print**
 - Editorial board meetings
 - Opinion Editorials (Op-eds)
 - Letters to the Editor (LTEs)
 - Press Releases
 - The value of knowing "beat" reporters
- **Using the Media | Electronic**
 - Radio
 - Television
 - Digital Media
 - Attitude and civility matter!

WANT TO CHAT?

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