STATE AND FEDERAL ADVOCACY

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Why Should Cities Get Involved in Advocacy?

- Cities are impacted by decisions made at all levels of government.
- 2015 will bring ground-breaking legislation, and bills to reauthorize existing programs at both the State and Federal level.
- Representatives and Senators want to know who will be impacted *BEFORE* they vote.
- As Minnesota stakeholders, you know first hand the impact of public policy and have effectively advocated for your priorities.
Where Can Advocacy Take Place?

- State Legislature
- United States House of Representatives
- United State Senate
- Federal Departments and Agencies
- State Departments and Agencies
- Other Levels of Local Government (Counties)
Avenues for Advocacy

- Appropriations Legislation
- Authorization Legislation
- Regulatory and Grant-making Process
Basic Advocacy Techniques

- Build Relationships with Decision-Makers
- Build Coalitions
- Written Communication
- Consistent Communication with Staff and Follow-Up – Build Comfort with your Priorities.
Some Advocacy “DO’s”

- **DO** know the Legislative and Regulatory Process
- **DO** Focus on your Representatives
- **DO** have your Facts in Order BEFORE you Advocate
- **DO** demonstrate local support with a BROAD coalition
- **DO** go in for the long haul
- **DO** build a relationship with staff (at all levels)
- **DO** understand that you are a valuable part of the process
- **DO** thank those who assist you — Win or Lose
Some Advocacy “No-No’s”

- **DON’T** underestimate yourself
- **DON’T** be intimidating
- **DON’T** be rude or overly aggressive
- **DON’T** communicate only once a year
- **DON’T** tear down other projects or communities – be as positive as possible
- **DON’T** be afraid to utilize relationships to help accomplish your goals at all levels of government
- **DON’T** be afraid to ask!
- **DON’T** go in without a plan which can be implemented by your contacts
Cities can effectively advocate on behalf of their community’s needs with all levels of government.

If you don’t ask for assistance, you are guaranteed not to receive it.

Appointed and Elected Officials rely on leaders in their communities and their affiliate groups to keep them updated on the needs of their district and their constituents.

A strong and focused agenda is the key towards making initial, effective contacts.
Federal Advocacy Contacts

Questions???

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