

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

ADVOCACY CONCLUSIONS



- 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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