

# Advocacy Works

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94%

say if they haven't arrived at a firm decision yet regarding an issue, they are **most influenced when constituents visit** (Source: *Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement*, Congressional Management Foundation)

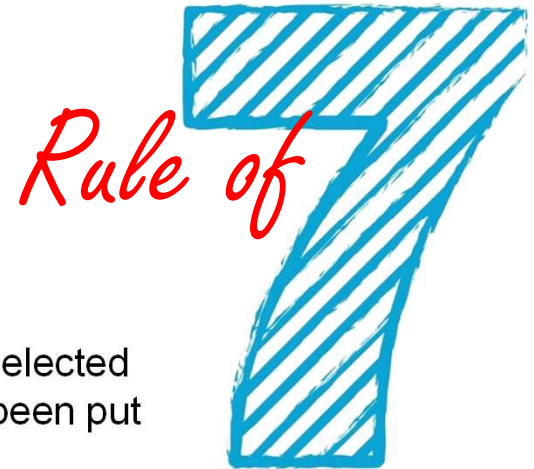
95%

say **meetings with constituents are important** for developing new ideas for legislation (Source: *Communicating with Congress*, Congressional Management Foundation)

# Advocacy isn't a One-day Event

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1. Don't limit your contacts with them to Ohio Statehood Day.
2. Add elected officials to your mailing list.
3. Invite elected officials to your sites. Open Houses, exhibit openings, community events, project kick-offs.
  - Show them your organization AT WORK.
  - Give them opportunities to be heard and seen.
4. Meet with them in-district.
5. Give them shout-outs on social media.
6. If you receive state or federal grants or relief funds, make sure your elected official knows. Give them updates. Show them how the money has been put to good use.
7. Don't be afraid to contribute to campaigns. Go to fundraising events, both sides! if you don't know who is going to win, *make friends so they trust you.*



# It's about Relationships, not just what they can do for you

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**Get to know your elected officials before you need them.**

**Listen to them, hear what's important to them, and weave your story into theirs**

**Personalize your connection with your elected official.** Be prepared to discuss what things you have in common (kids, church, schools, hobbies, etc.). Find common ground and build from that before making any asks.

**Try to understand their perspective.** Your elected official is busy and likely stressed about the political pressures in which they operate. Make a short comment that demonstrates you understand the pressures they face. They will likely respond as an ally and appreciate your show of empathy.

**Send newly elected officials a letter of introduction without an ask.** Position yourself as a resource. Here's a [template](#) from Ohio Museums Association.



# Get to Know Staff

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**Make the most of your relationship with legislative aides.** Yes, they may be a lot younger and less experienced than you, but they are public servants who want to help you and their boss, the elected official.

**They are important gatekeepers and will appreciate your efforts to make their jobs easier.**

**Follow up with them, and be curious about their work.** They can become advocates for your organization if you help them help their constituents.

# It's not about Politics

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**Don't worry about whether or not you belong to the same political party as the elected official you're meeting.** When only Republicans think they can discuss public policy with Republicans and Democrats with other Democrats, this mindset can only serve to exacerbate our political polarization and further divide us. Instead, be part of the solution. Don't be a partisan – be an effective advocate!

**Represent your organization, not your personal beliefs.**



# During a Meeting

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Be Concise

Be Specific

Be Honest

Do your Homework



STATEHOOD DAY

# Checklist for a Conversation

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- Introduce yourself - *“I live in your district”* and/or *“My site is located in your district”*
- Recognize their challenges. – *“I know you’re busy. I appreciate your willingness to talk/meet with me today.”*
- Briefly state reason for call – *“I would appreciate your support on \_\_\_\_\_”*
- Tell a personal story, then back it up with facts
- Talk about how the proposed legislation could make a real difference
- Reiterate your position – *“I am in support of \_\_\_\_\_”*
- Discussion – *“I’d love to hear your thoughts and position on this issue.”*
- Follow-up

# Resources

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## [Ohio Museums Association](#)

- Economic Impact Statement
- Educational Impact Statement

## [Heritage Ohio](#)

## [Ohio History Connection](#)

## [Ohio Travel Association](#)

**Stay connected.** Join the organizations that advocate for you and keep you updated, such as OTA, OMA, OLHA and Heritage Ohio.

