

# 10 Tips for Effective Advocacy

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Representative Jon B. Hoadley

# GO READ INDIVISIBLE

A few days after the election of Donald Trump, two former congressional staffers talked about what every progressive in America was talking about: what do we do now?



# Life in the Capitol

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What is life  
**ACTUALLY** like  
in the Capitol?



MICHIGAN HOUSE OF REPRESENTATIVES

**TRISTON COLE**

MAJORITY FLOOR LEADER

# THE HOUSE CALENDAR

January 2019						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April 2019						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May 2019						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June 2019						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July 2019						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2019						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

2019 Session Schedule	
Session	
Tuesday - 1:30PM	
Wednesday - 1:30PM	
Thursday- NOON	
EXCEPTIONS:	
January 9 <sup>th</sup> - NOON	
January 10 <sup>th</sup> - 10:00am	
Tuesday, February 5 <sup>th</sup> - 6:00PM	
Weeks of June 18 <sup>th</sup> and 25 <sup>th</sup> - tentative	
Week of December 17 <sup>th</sup> - tentative	
28 - grey box - session day	
28 - border box - state holiday	
Easter - April 21 <sup>st</sup>	
Passover - April 19 <sup>th</sup> - 27 <sup>th</sup>	
Rosh Hashanah - Sept. 30 <sup>th</sup> and Oct. 1 <sup>st</sup>	
Yom Kippur - Oct. 9 <sup>th</sup>	
	1/9/2019



**PETER MACGREGOR**  
 SENATE MAJORITY FLOOR LEADER-ELECT  
 28TH DISTRICT

# 2019

January						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

March						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

January
1: New Year's Day
9: Session is at Noon
14: Martin Luther King Day
February
18: Presidents' Day
March/April
March 25 <sup>th</sup> - April 8 <sup>th</sup> : Spring Break
April 21: Easter
May
27: Memorial Day
30: Tentative Session
June
18 <sup>th</sup> -20 <sup>th</sup> : Tentative Session
25 <sup>th</sup> -27 <sup>th</sup> : Tentative Session

# THE SENATE CALENDAR

# A Typical Session Day...

## House

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- 7:30-9:00am: Events
- 9:00-noon: Committees
- Noon-1:00pm: Lunch events
- 1:00/1:30pm: Caucus/Session
- 4:30-7:00pm: Events

## Senate

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- 7:30-8:30am: Events
- 8:30-10:00am: Committees
- 10:00-noon: Session
- Noon-1:00pm: Lunch events
- 1:30-4:30pm: Committees
- 4:30-7:00pm: Events

# A Bill Becomes A Law

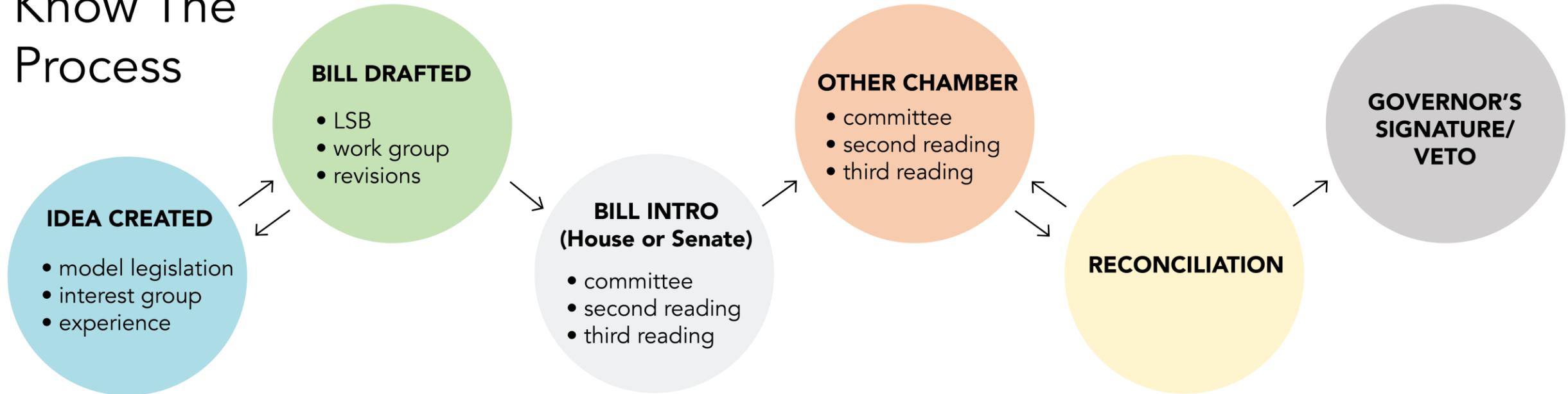
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# School House Rock



# Process Matters: Know The Process To Make a Difference

Know The Process



# Legislature.mi.gov

The screenshot displays the Michigan Legislature website interface. At the top left is the Michigan State Capitol dome. The top right features the text "MICHIGAN LEGISLATURE" and "Michigan Compiled Laws Complete Through PA 33 of 2017". A navigation bar includes links for Home, Register, Why Register?, Login, New!, and Help. A left sidebar lists various legislative resources under "Legislature" and "Laws". The main content area shows "Recent Bill Activity" with a message that no activity was found in the last 24 hours, followed by a "Legislative Bill Search for 2017-2018 Session" section with search boxes for Bill Number, Bill Content, and a category selector. Below that is a "Michigan Compiled Laws Search" section with search boxes for MCL Section and MCL Content. The page concludes with a "Legislative Activity" section listing current events like calendars and meetings.

**MICHIGAN LEGISLATURE**  
Michigan Compiled Laws Complete Through PA 33 of 2017

[Home](#) [Register](#) [Why Register?](#) [Login](#) [New!](#) [Help](#)

**Legislature**

- [Bills](#)
- [Appropriation Bills](#)
- [Calendars](#)
- [Committees](#)
- [Committee Bill Records](#)
- [Committee Meetings](#)
- [Concurrent Resolutions](#)
- [Initiatives/Alternative Measures](#)
- [Joint Resolutions](#)
- [Journals](#)
- [Legislators](#)
- [Public Act \(Signed Bills\)](#)
- [Resolutions](#)
- [Rules](#)
- [Session Schedules](#)
- [Search - Basic](#)
- [Search - Advanced](#)

**Laws**

- [Basic MCL Search](#)
- [Advanced MCL Search](#)
- [Public Act MCL Search](#)
- [Michigan Constitution](#)
- [Chapter Index](#)
- [Executive Orders](#)
- [Executive Reorgs](#)
- [Historical Documents](#)
- [See the MCL Tables](#)

**Recent Bill Activity** (current news cycle has 0 items) [[List all recent bill activity](#)]

- No bill activity within the last 24 hours. - House:  
Adjourned until Tuesday, June 6, 2017 1:30:00 PM

**Legislative Bill Search for 2017-2018 Session**

Bill Number  House bills begin with 4001, Senate bills begin with 1

Bill Content  You can use a wild card, e.g., "limit\*\*"

Select Category (2017-2018)

(For Example: Select 'weapons' to show related bills even if 'weapons' is not found in the text of the bill.)

**Michigan Compiled Laws Search**

MCL Section  e.g., 2.14

MCL Content  You can use a wild card, e.g., "limit\*\*"

**Legislative Activity**

- [Today's Calendars](#)
- [Today's House Meetings](#)
- [Today's Senate Meetings](#)
- [House Audio/Video](#)
- [Senate Audio/Video](#)
- [Recent Bill Activity](#)

# Building Power

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An aerial, black and white photograph of a baseball field. The field is viewed from directly above, showing the diamond, bases, and the surrounding outfield. The infield is a dark, textured surface, while the outfield is a lighter, more granular surface. The word "POWER" is printed in large, bold, white, sans-serif capital letters across the center of the infield. The lighting creates strong shadows and highlights, emphasizing the textures of the field.

**POWER**

**We Can Do It!**

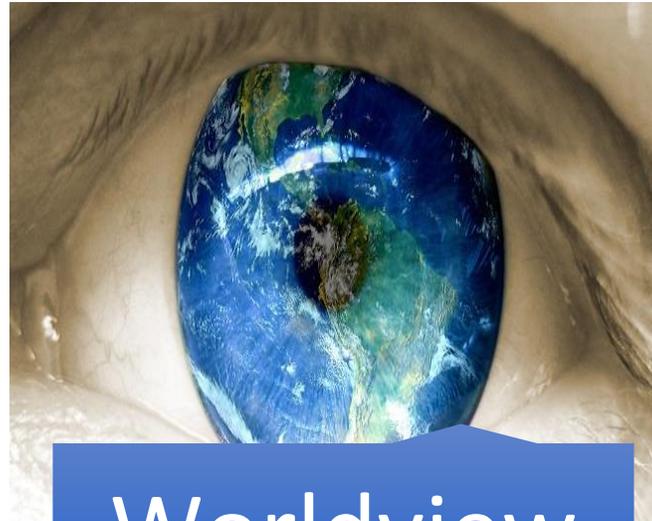




People



Money



Worldview

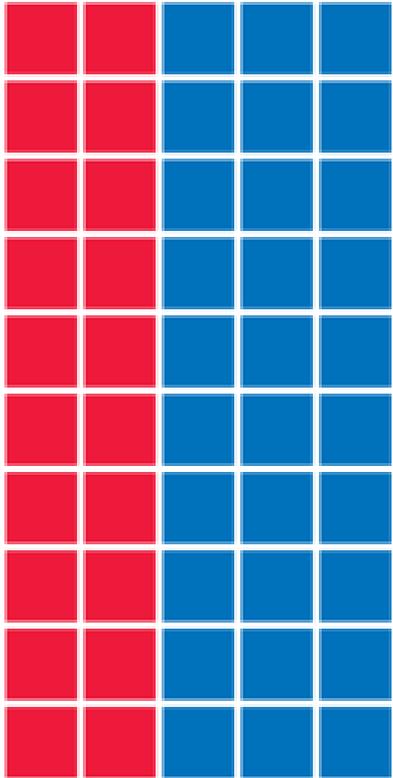
Money matters  
because many  
people don't vote

# Voter Turnout in Michigan

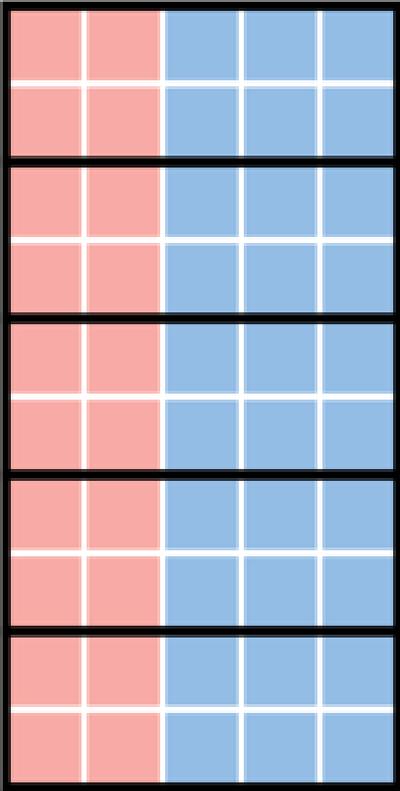
Year	Number Voting (General)	Number Registered	Voting Age Population	Turnout % of VAP	Primary Turnout % of VAP
2018	4,341,340	7,486,016	**	58.0	29.5
2016	4,874,619	7,514,055	7,686,087	63.4	18.1
2014	3,188,956	7,446,280	7,660,000	41.6	17.4
2012	4,780,701	7,454,553	7,616,490	63	19.7
2010	3,268,217	7,276,237	7,620,000	42.9	21.9
2008	5,039,080	7,470,764	7,613,000	66.2	18.8
2006	3,852,008	7,180,778	7,597,000	50.7	16.9
2004	4,875,692	7,164,047	7,541,000	64.7	18.4
2002	3,219,864	6,797,293	7,400,000	43.5	23.3
2000	4,279,299	6,859,332	7,358,000	58.2	16.7
1998	3,143,432	6,300,000	7,227,000	43.5	19.0

# Modern Gerrymandering

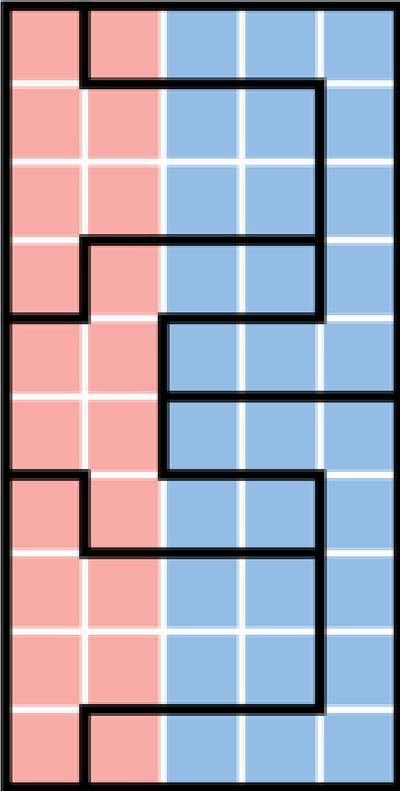
## HOW TO STEAL AN ELECTION



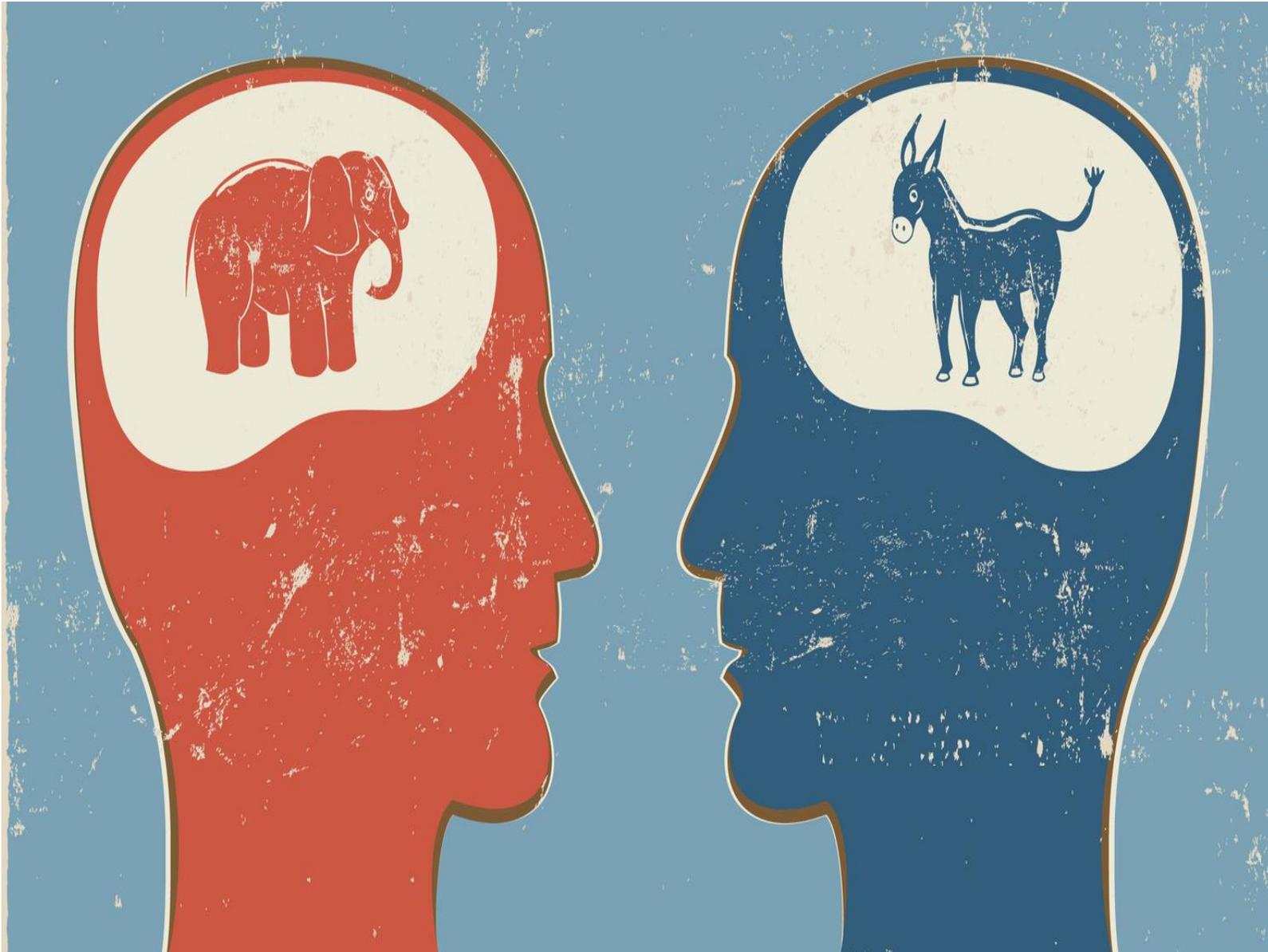
50 PRECINCTS  
60% BLUE  
40% RED



5 DISTRICTS  
5 BLUE  
0 RED  
BLUE WINS



5 DISTRICTS  
3 RED  
2 BLUE  
RED WINS





What are  
your goals?

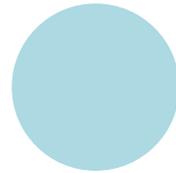
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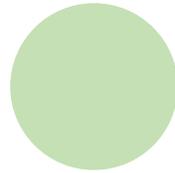
# Theory of Change

BE  
THE CHANGE  
THAT  
YOU WISH TO SEE  
IN  
THE WORLD.

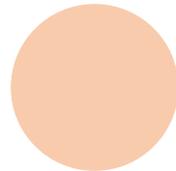
MAHATMA GANDHI



If your advocacy is successful, what would happen?



What specifically can I do to help you be successful?



How is the action you are taking now improving your chances of success?

# Coming Up in 2019

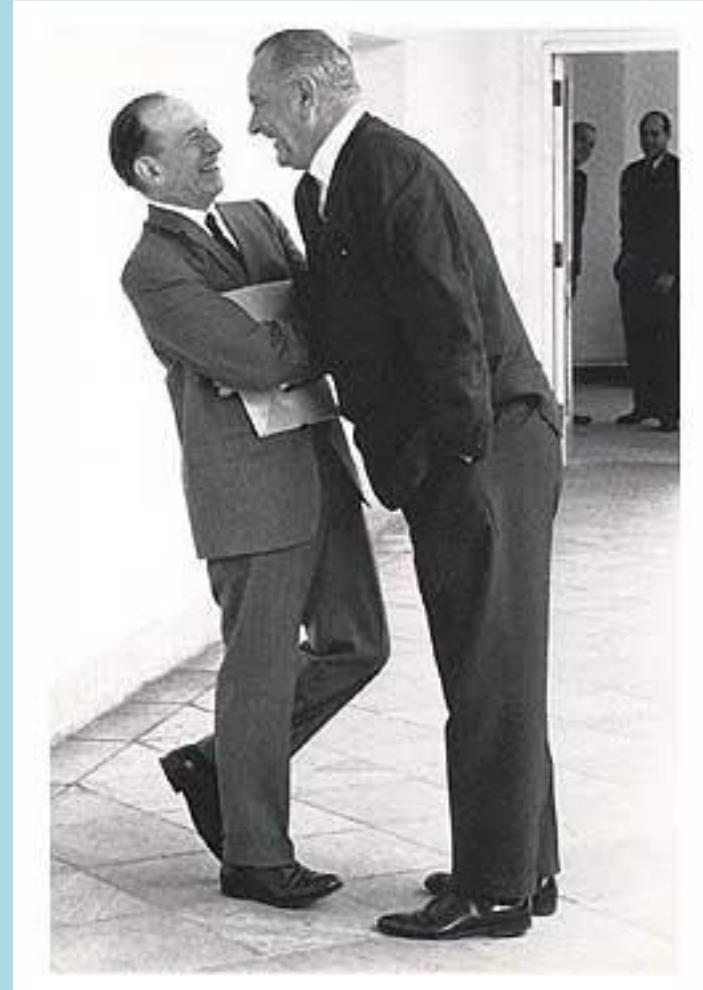
- Freedom of Information Act
- Raise the age
- Presumptive Parole
- Medically Frail Parole
- Auto Insurance
- Civil Asset Forfeiture
- Budget!
- Attorney's General opinions
- Governor's Appointments & EO
- Redistricting lawsuit
- Other lawsuits

# The 10 Tips

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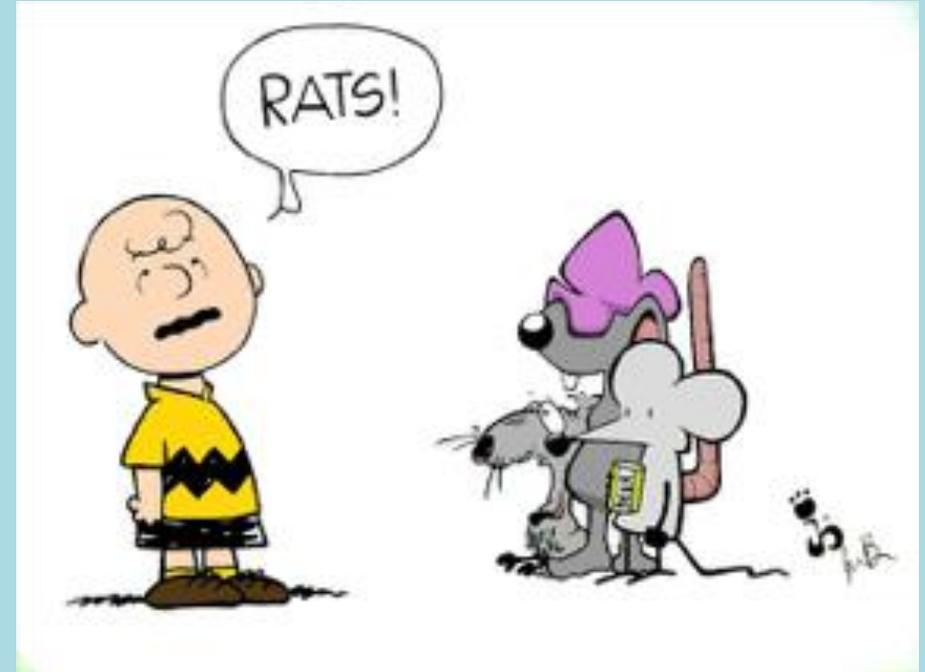
# 1. The Ask

- Direct
- Allows me to say 'YES' or 'NO'
- Leaves me with a to-do list and a timeline to accomplish those tasks



# 1. The Ask: RATS

- Reason: urgent, compelling articulation of why
- Ask: specific request which can be responded to with a yes or no
- Timeline: when the ask needs to be completed
- Silence: for the other party to think



# 1. The Ask: What's the "best" way to ask

- Mail
- Phone
- Social media
- Email
- Face to face
- Events



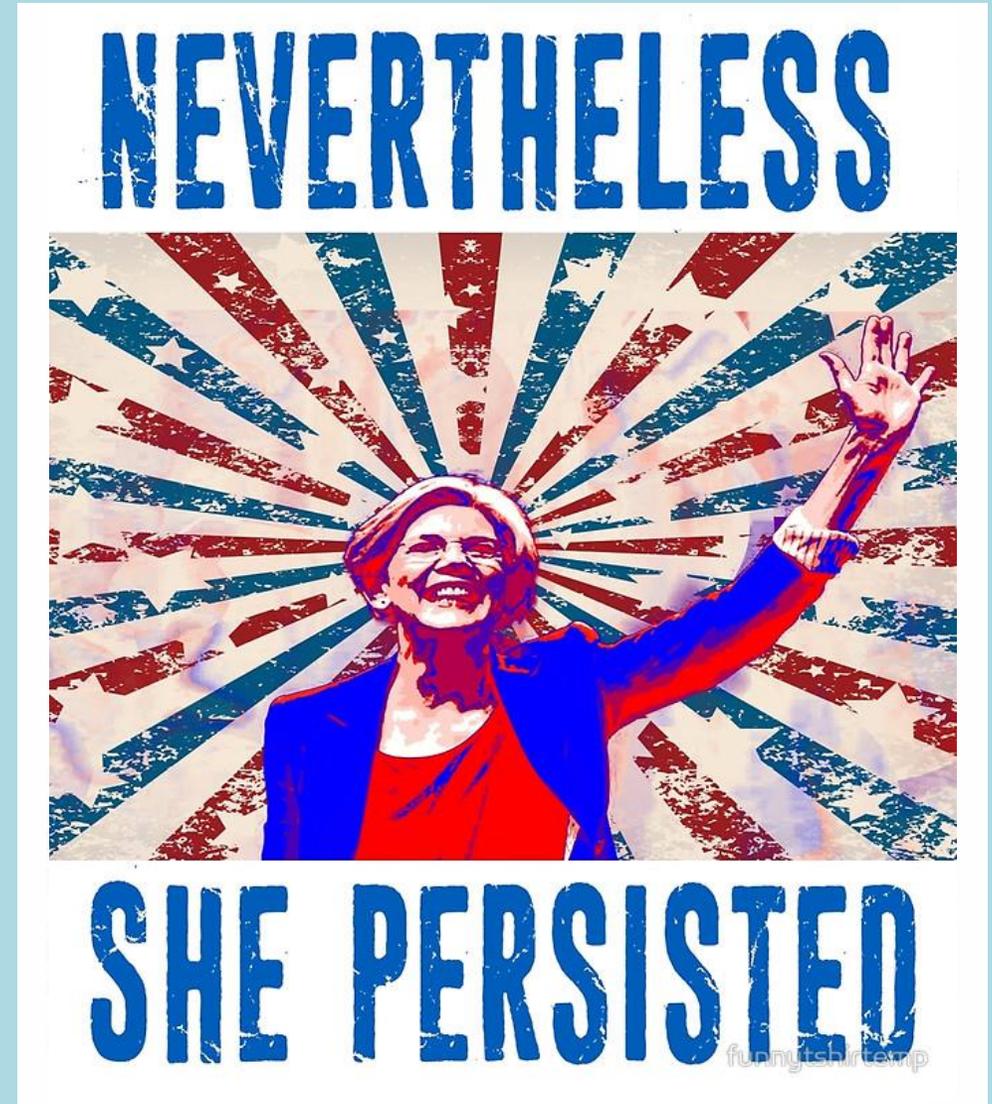


## 2. Build Relationships

- Show Up
- Communicate
- Ask Questions
- Know Answers
- Be Honest

# 3. Be Persistent

- Communicate Regularly
- Coffee Hours, Town Halls, Office Hours
- Online and Offline
- We are less staffed than you think





## 4. Sticks & Carrots

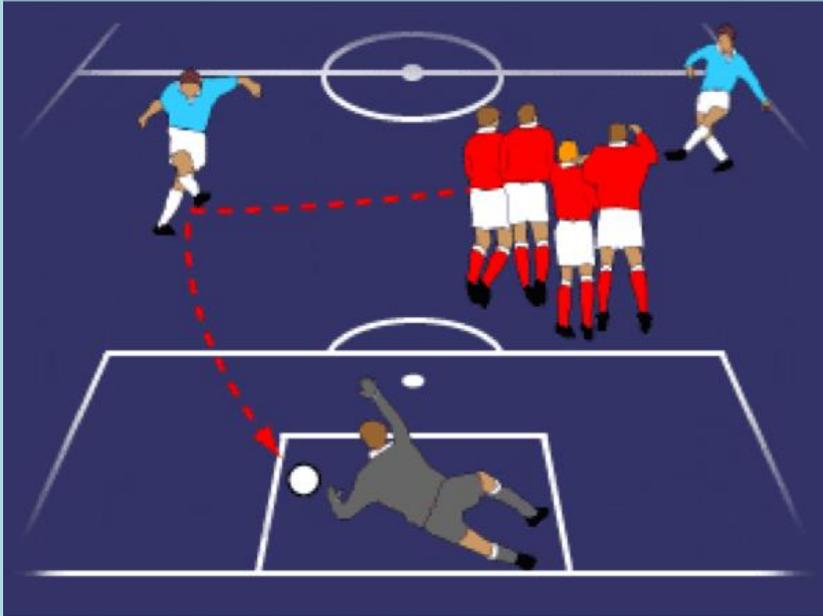
- Praise when folks do things well
- Thank people who do the right thing
- Criticize when folks do not

# 5. Break The Mold/Echo Chamber

- Disrupt the expected outcome
- Change the power equation
- Engage with those who challenge you



## 6. Power Map



- Who has the power to persuade or move the key electeds?
- The most direct line is not always the most effective way

# 7. Engage the Entire Power Equation

- Think of utilizing all three equations
- Advocacy should be multi-faceted
- Don't disengage with those who disagree





## 8. Tips For Events

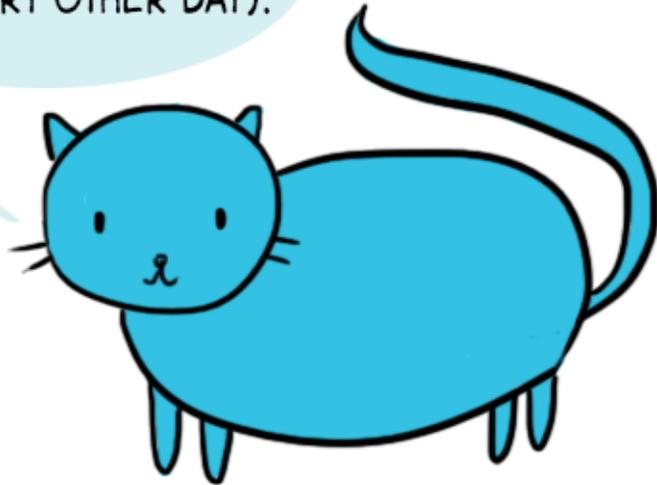
- Great time for one-on-one
- Introduce elected officials
- Tell us when you want us there, what we get to say, who else is coming, what is on the agenda, and how long you expect us to stay

# 9. Tips for Legislative Day

- Determine a communications strategy
- Partner with an office
- Know the schedule
- Have a clear system to track conversations
- The walk



IT'S A GOOD DAY TO  
TAKE CARE OF YOURSELF  
(SO IS EVERY OTHER DAY).



# 10. Tips for Sustainability

- Take time for you
- Advocacy is a relay race
- Give yourself permission to fail
- Find allies
- Careful with the call-out culture

# Contact Me!

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