

The Peace Alliance

HOT TIPS FOR ADVOCACY:

CONTEXT:

- We walk our talk, build rapport
- All communications with your US and local representatives are assessed based on the particular effort needed to initiate and complete the action
- Advocacy is all about connection, with a dash of enrollment or sales

Lobbying Actions, listed in increasing level of effectiveness:

Web Online petitions

- Online email messages from organizations
- Online individual message to Rep's website

Calls Calls to official DC office

- Calls and conversation with home office
- **enter call numbers in your cell phone for easy access.

Mail Typed letter to rep. (can be duplicated)

- Handwritten mailed letter to rep. *takes time for poison screening
- Form printed postcard – get there faster!
- Handwritten postcard – get there faster!

Visits Town hall attendance or other large event

- *Big plus however if you get question answered
- Drop offs to office with information on issue
- Visits to home office –get to know staff
- Visits to Washington Office (please schedule)

General Information:

MYTH: That you shouldn't can call other state's Reps and Sen. If your topic addresses a Congressional Committee issue they are involved with, and which would impact you and our nation at large CALL.

In every communication always provide your name, city and zip code

If you are a constituent, say that, also if you head or are a member of a related group or association.

State your issue and your position on the issue simply, *Include a bill number if relevant

“In Person” tips - when you are face to face!

Always build rapport by citing some positive action the official has done

Look appropriate and professional, don't create barriers

Home office:

Do something they will remember you for.....

bring a pie, swag for your issue,

a book, a picture, an article from local newspaper

Have a personal relevant story ready to share

Leave materials and business cards

Make a request of the official

Offer support for one of their causes

Send a follow-up letter, referencing the request

Focus on getting to know their staff, build rapport

Leverage your engagement:

Other options, Letters to Editor, Op Eds, Editorials, radio, personal blogs

Golden Rule: Lead with understanding, Advocacy is Relationship building plus SALES – How would you like to be enrolled?

Resources:

Our website: www.Peacealliance.org - We offer abundant advocacy resources, including step-by-step planning guidance for group visits to your rep's offices

[Countable](#) : Type in your name and address, and the app provides you with your list of legislators. Users get to see how they voted on important pieces of legislation so they can — wait for it — hold them accountable. PLUS: The app lets you send a [video message to your representative so they know you're serious](#)

Capitol Hill Switchboard – (202) 224-3121 –

One convenient number in DC to call the office of any rep or senator.

To contact the President <http://whitehouse.gov/contact>.