

The Art and Science of Effective Advocacy

FACILITATED BY

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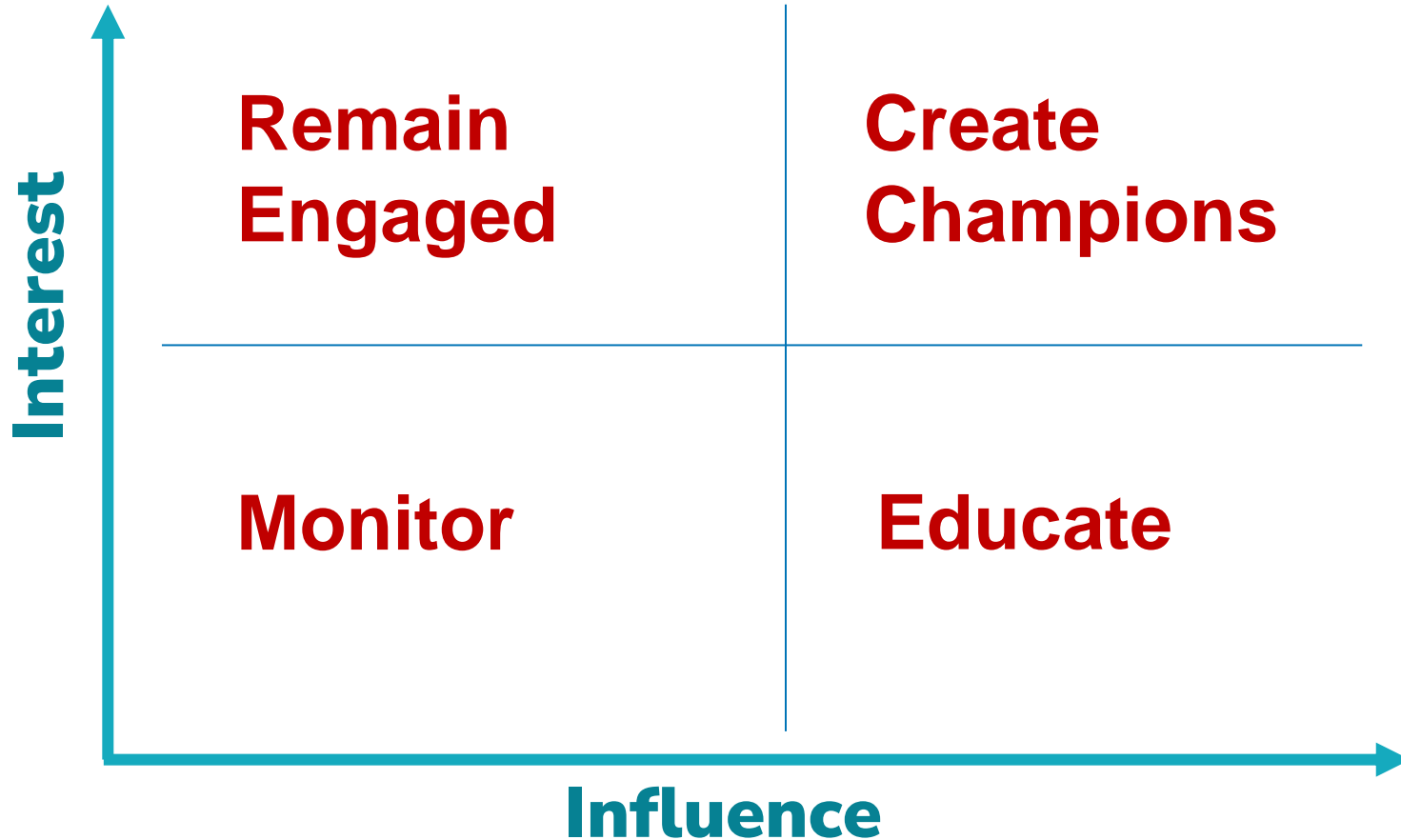
The North Carolina Serious Illness Coalition is a partnership of health leaders, providers and citizens that oversees and coordinates the implementation of the recommendations from the NC IOM Task Force on Serious Illness Care.

Discussion Topics

- The **science** of legislator targeting
- The **art** of executing advocacy tactics
- The **science** of tracking impact
- Q&A

The Science of Legislator Targeting

Interest and Influence Matrix



Assign a point person for each legislator relationship

Assess every legislator now

Create a Relationship Score

Establish a shorthand for describing where you stand

1 = No significant relationship

2 = Has general knowledge about organization

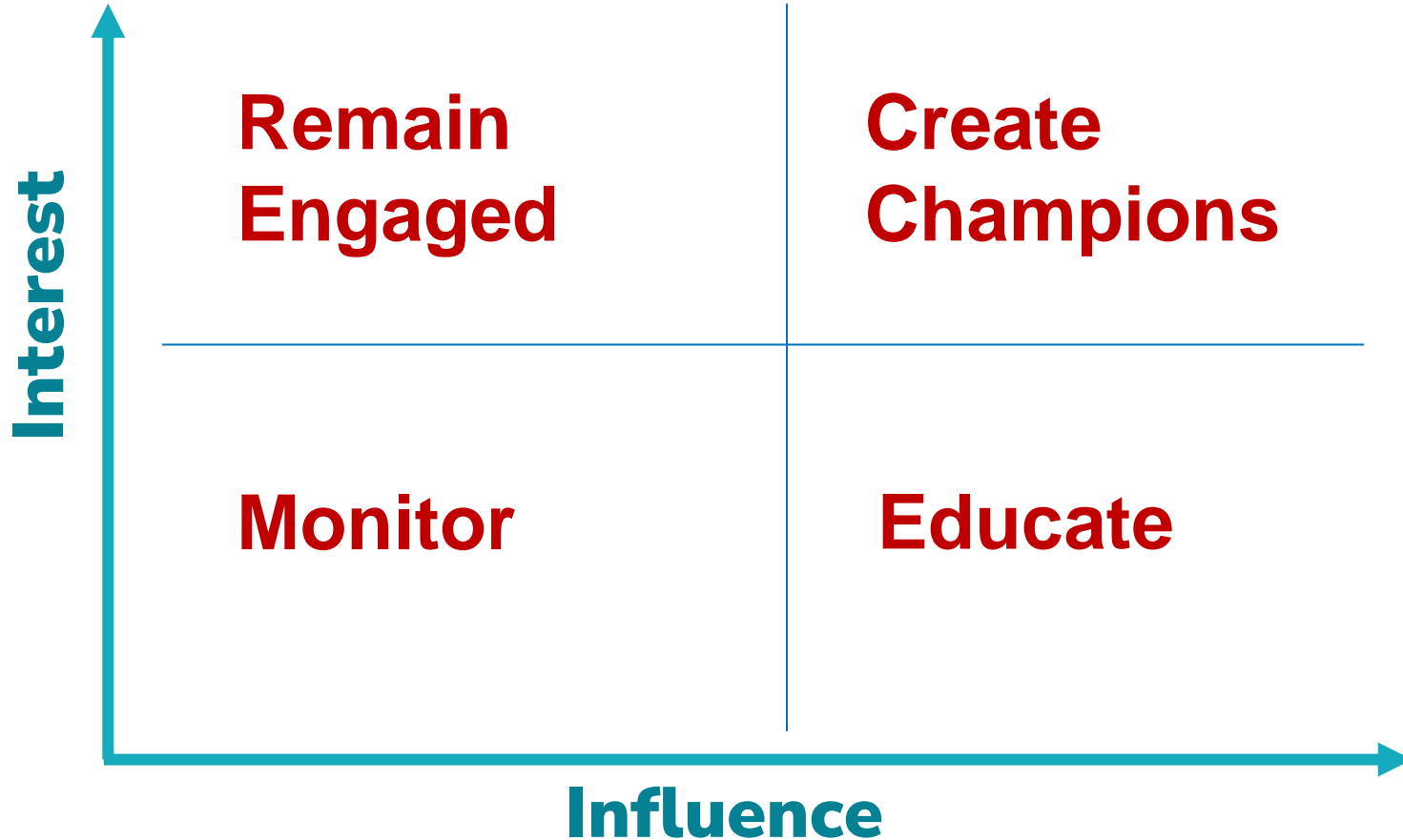
3 = Has been educated on, and firmly understands, issues

4 = Close relationship with organization's point person

5 = Has taken significant action to advance your issue(s)

Add relationship scores to your matrix to target your resources

Interest and Influence Matrix



Relationship Assessment Benefits

- Uncover more options for making progress
- More efficient allocation of grassroots and lobbying resources
- Offer clear direction to your key advocates

The Art of Executing Advocacy Tactics

Tactics include...

Staff and advocate
stories.

Legislator meeting
at home or
Raleigh.

Events...
advocacy days,
champion awards, etc.

PR earned and paid
media...

Calls to Action
- advocate letters
and phone calls.

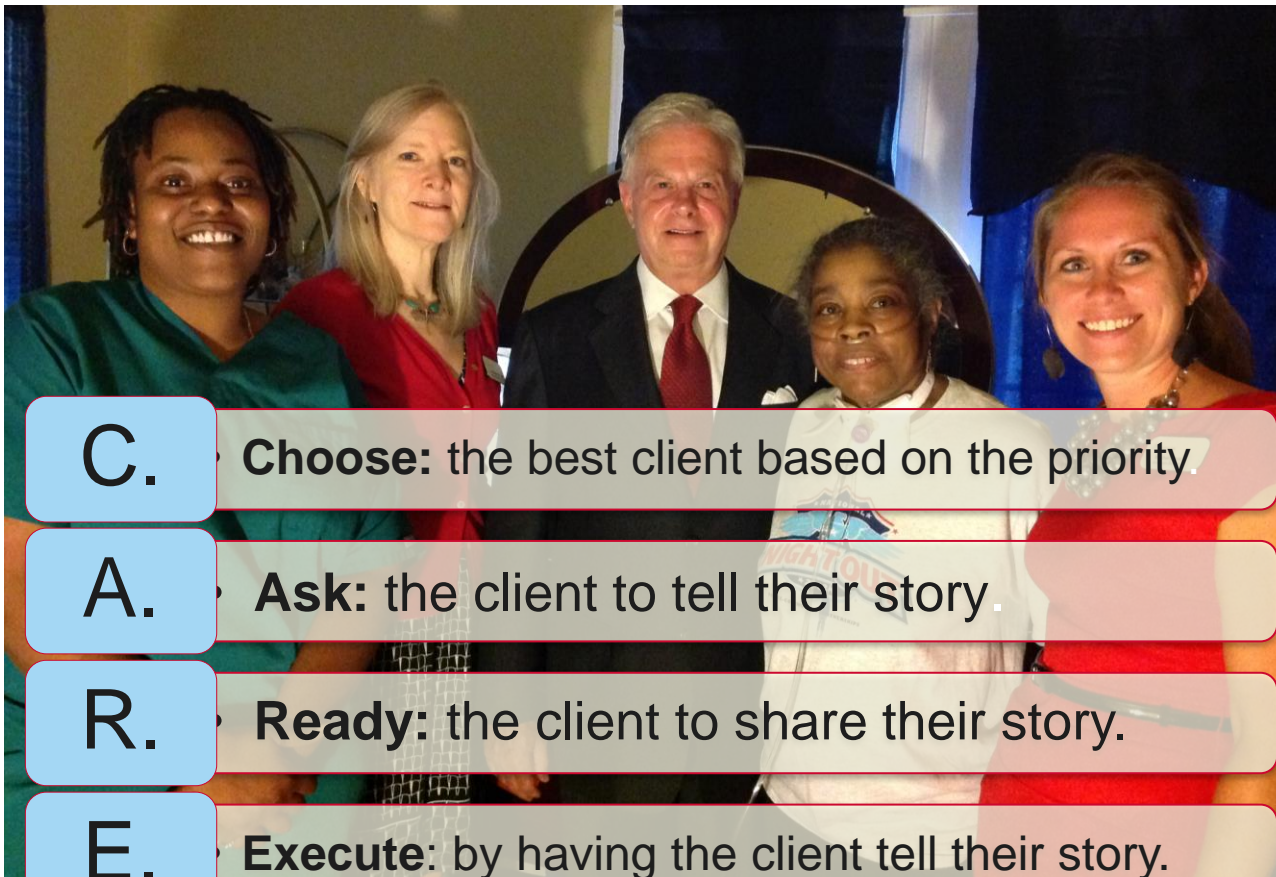
Personal stories-Why do stories matter?



Client stories have **more credibility** and **authenticity** when told in first person.



C.A.R.E. for individuals to get their stories



C. Choose: the best client based on the priority.

A. Ask: the client to tell their story.

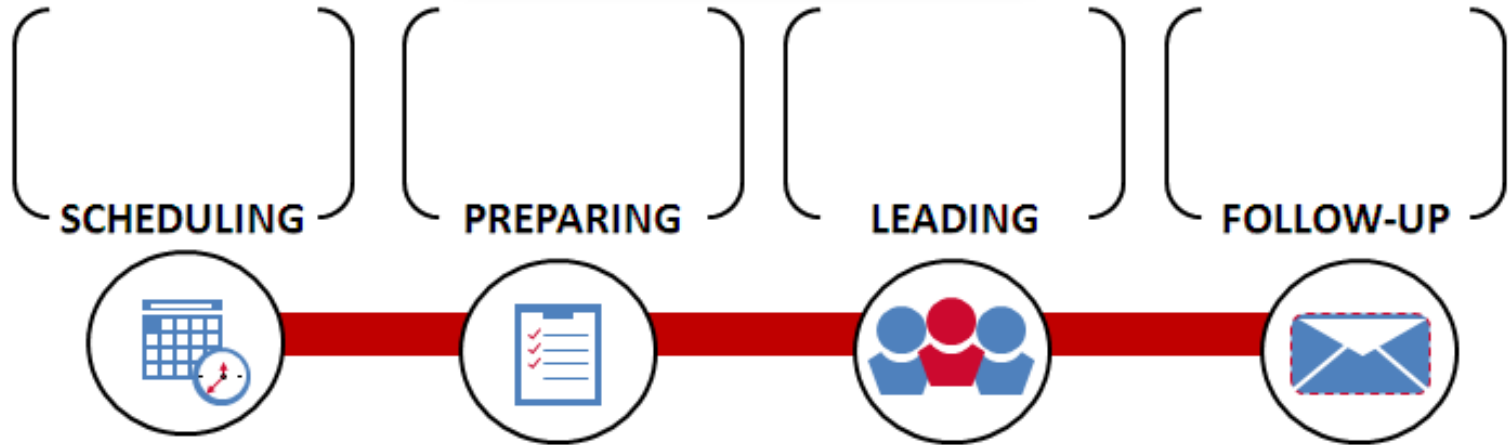
R. Ready: the client to share their story.

E. Execute: by having the client tell their story.

Legislative Meetings



Leading A Legislative Meeting



Do's and Don'ts of a Legislative Meeting

DO:

- Introduce yourself
- Know the issue
- Assume legislator knows nothing about the issue; give context and examples
- Know opposition's view
- Present solutions
- Leave a fact sheet, your card, and ask to be a resource

DON'T:

- Arrive with a crowd
- Be awed or star-struck
- Be put off by tough questions
- Use jargon or too many details
- Be argumentative, or get defensive
- Talk too fast
- Confront, threaten, pressure, or beg
- Expect legislators to be specialists

Home or Facility Visits

These interaction educate lawmakers on the issue.

Identifying the correct individual is key!

- Constituent – live in lawmaker's district
- Message – ensure the visit communicates the message

Structure of the visit:

- Provide a profile
- Schedule for the visit (tour, explanation of equipment, etc.)
- Sample questions
- Don't forget to take photos for social media



Events – Advocacy Days

Strength in numbers, unity in voice



PR – Earned and Paid Media

Leverage social media to educate lawmakers!

- Establish a social media plan
- Connect with local publications with story ideas
- Write op-eds and letters to the editors on topic



Letters and Emails

Hand-written notes makes them personal.

A NOTE OF



- Keep it short (and simple!)
- Personalized letters.
- Be respectful.
- Provide solutions.
- Request a response.
- Localize it!

The Science of Tracking Impact

Invest in an Advocacy CRM



NationBuilder



SPARK
INFLUENCE



Creating Impact Requires Information

- **Monitor strength by legislative district**
 - Stakeholders' legislative district info and preferences
- **Manage ongoing communications**
 - Distribute, track, and manage online communications
 - Note offline legislator interactions with lobbyists and stakeholders
- **Make relationship-building decisions**
 - Create audience segments
 - Adjust messaging and communications approach

Understanding and Mastery



Questions?

Points of Contact

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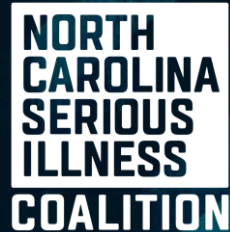
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Thank you.



Learn more at NCSICoalition.org

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