Advocacy and Legislation 101: Understanding the Basics of Advocacy

AAM’s Online Advocacy Training Series, Part I

Have no fear! We’ll explain muting, Q&A and other details when we start.
Topics

- About the online training session
- Welcome from AAM
- Five things you can do TODAY to be a better advocate
- Utilizing AAM’s advocacy resources
- Upcoming sessions
Who’s Speaking?
About the Online Training Session

- What’s happening?
- Muting
- Q&A
- Recording and Follow-Up Materials
Welcome from AAM

Carla Myers: Assistant Director Government Relations, AAM
Where are we Starting From?

Let’s go to the polls!
Five Things You Can Learn TODAY to Become a Better Advocate

- What do you want?
- Who should you ask?
- Who should do the asking?
- How should you ask?
- How should you follow-up?
What Do You Want?

- You must “Make the Ask”
- Two kinds of asks
  - Policy
  - Relationship Building
Policy Asks (Examples)

- **Federal**
  - IMLS Reauthorization and Funding
  - Museums and No Child Left Behind
  - Protecting Charitable Giving
  - More information at [www.speakupformuseums.org](http://www.speakupformuseums.org)

- **State**
  - More state support for museums

Key is to ask for something specific!
But I’m not allowed to ask!

The difference between lobbying and advocacy.

If you have any doubts, check out AAM’s rules of nonprofit advocacy.
Relationship Building Asks

- Museum Visit or Inviting them to an Event
- Statement in Congressional Record
- Local (District or State) meeting
- Newsletter Article
- Website statement / photos
Does this work? Here’s a Sample…
Who Should You Ask: Know About Your Audience

- Who do they care about? Why are you relevant?
- What does the elected official care about?
- Does he or she have staff? Who are they?
- Where can you find this out?

Tip: A Legislator Profile Form might help!
Still there?

Let’s go to the poll!
Who Should do the Asking: Develop Your Advocacy Team

- Who else can help you deliver the message?
- Start by looking at your audience.
- Identify potential leading advocates and cultivate them.

Have no fear! An upcoming online training session will cover coalition building. This is just a taste.
How Should You Ask?  Developing your Message

- **Be Specific**
  - See AAM Action Alerts for up-to-date specific Federal information

- **Be Personal (and Positive!)**
  - Your personal story matters! How does your museum benefit the legislator’s district? What anecdotes can you develop to demonstrate the value you bring to the community?
How Should You Ask?  Developing your Message

- Be Informative
  - See facts and figures on museums
  - Complete an economic impact statement
- Be Trustworthy
- Be Brief: The Five Minute / One Screen Rule
The Five Minute Action Plan

- What will you do next to improve your advocacy efforts on behalf of your museum?
- You guessed it: Let’s go to the poll!
The One Little Thing That Makes ALL the Difference

Persistence
How can YOU be more persistent?

- Attend our future online training sessions!
  - PART 2 - Budget and Appropriations 101: Understanding the Process and Timelines, and Learning How and When to Effectively Weigh In
    When: Friday, October 23, 2009 1:00 PM - 2:00 PM EDT
  - PART 3 - Building Relationships with Elected Officials: Strategies for Getting to Know Your Elected Officials
    When: Monday, November 9, 2009 1:00 PM - 2:00 PM EST
  - PART 4 - Making Your Case 101: What to Say, How to Say It, and Getting Your Staff and Visitors Involved in Your Museum’s Cause
    When: Tuesday, December 8, 2009 1:00 PM - 2:00 PM EST
- Register for Museums Advocacy Day 2010
- Work with your AAM government relations team – they are here to help.
Final Questions or Comments?

If not, go forth and advocate!