

Advocacy 101

An informational guide for fly-in and virtual advocacy measures when interacting with government officials

This is an abridged version of the full 36 slide deck. [Go here to request the full deck.](#)

November 30, 2022



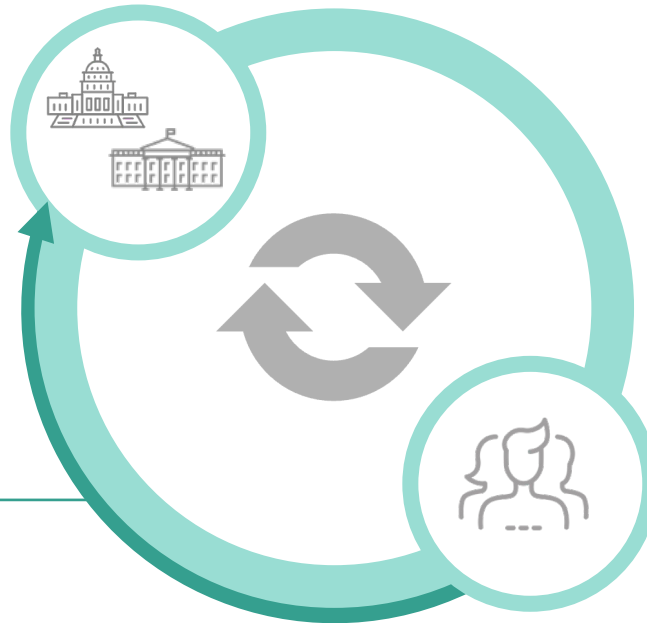
Roadmap

- **Contextualizing fly-in advocacy**
- Members of Congress and their staff
- Legislative processes
- Capitol Hill: Before, during and after
- Navigating Capitol Hill

How does constituent advocacy in Washington work?

GOVERNMENT ROLE

Congress and the White House create laws and regulations to govern citizens



WHAT ARE FLY-INS?

During fly-ins, organizations host constituents from around the country in the nation's capital to advocate for common interests and goals

CONSTITUENT ROLE

Citizens influence governing behavior by participating in advocacy efforts:

- Showing support
- Asking for change
- Telling stories
- Sharing ideas
- Providing information

Members of Congress want to hear from you



CONSTITUENT CONTACT

Members of Congress value staying in touch with constituents

- Conversations guide policymaking
- Reelections hinge on lawmakers' ability to serve their constituents
- Members trust staff to help them listen to constituents
- Advocates should not be surprised if they meet with staff in lieu of a lawmaker



PERSONALIZED MESSAGING

Individualized communications are highly persuasive

- Personalized letters and e-mails can have more influence on members' decisions than form letters
- Advocates should focus on sending more personal messages to capture individual voice or perspective



ON-THE-GROUND INTELLIGENCE

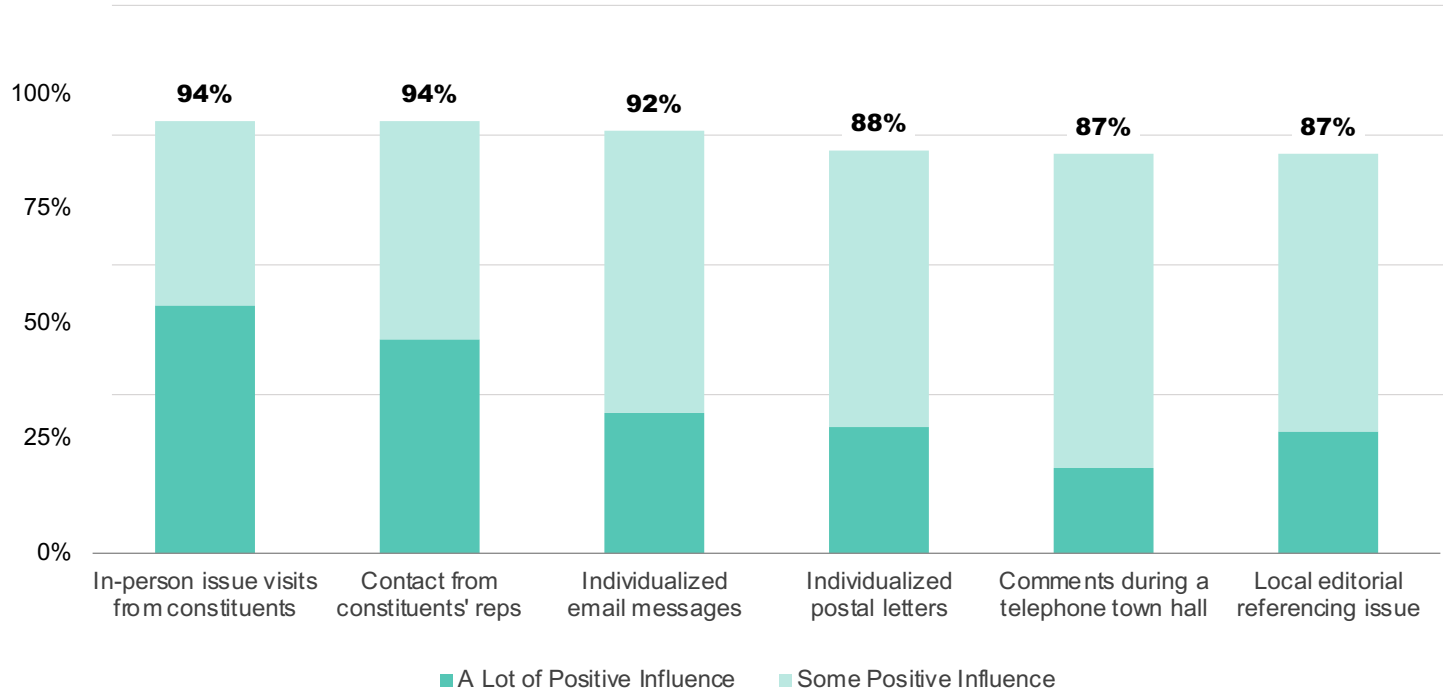
First-hand knowledge of policy impacts are most compelling

- What policy actions do constituents desire?
- Why do constituents prioritize that action?
- What are the impacts of this on our district or state?
- What personal stories connect to this policy?

Home advantage in congressional decision-making

Constituent views and personalized outreach are most influential

Influence of Advocacy Strategies Directed at a Member's Washington Office

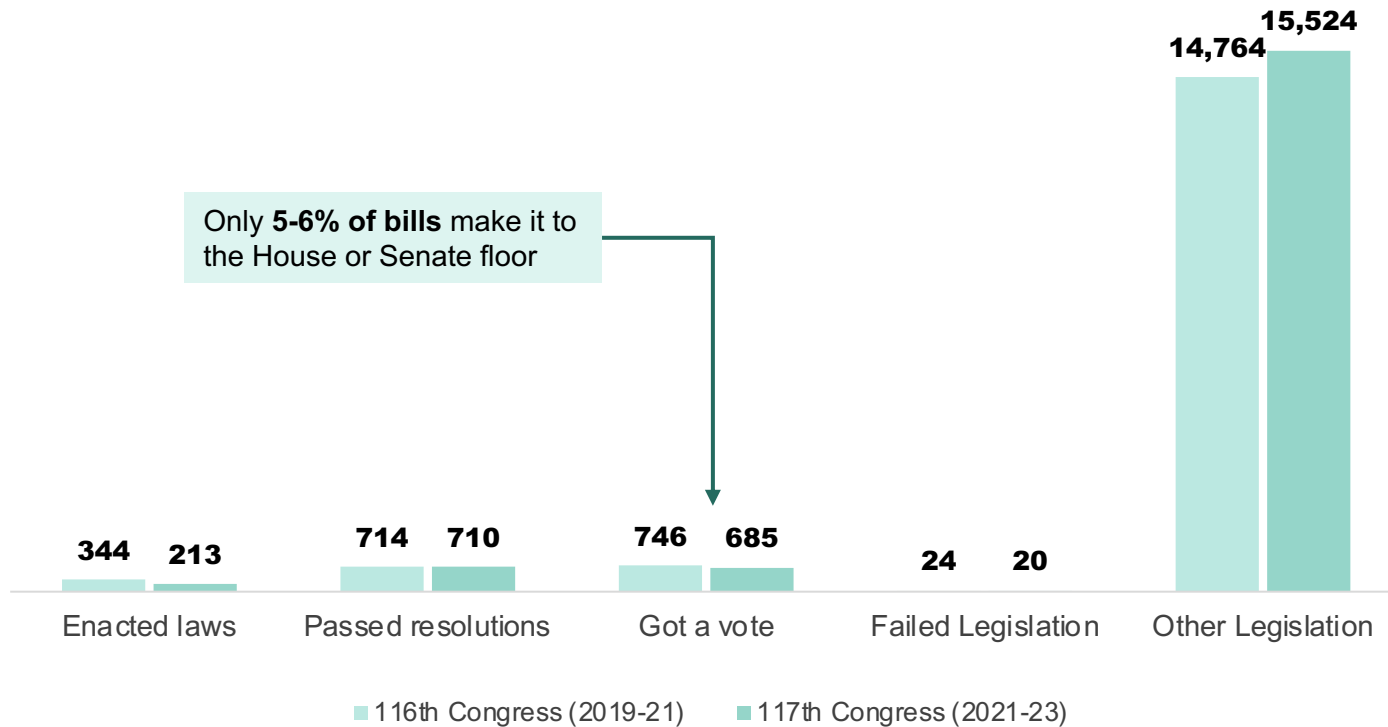


**Asked of Chiefs of Staff, Communications Directors, Legislative Directors, Legislative Assistants*

Success in the advocacy space can take time

Legislation moves slowly through Congress

Bills and resolutions by status



SOURCE National Journal research, GovTrack.
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