

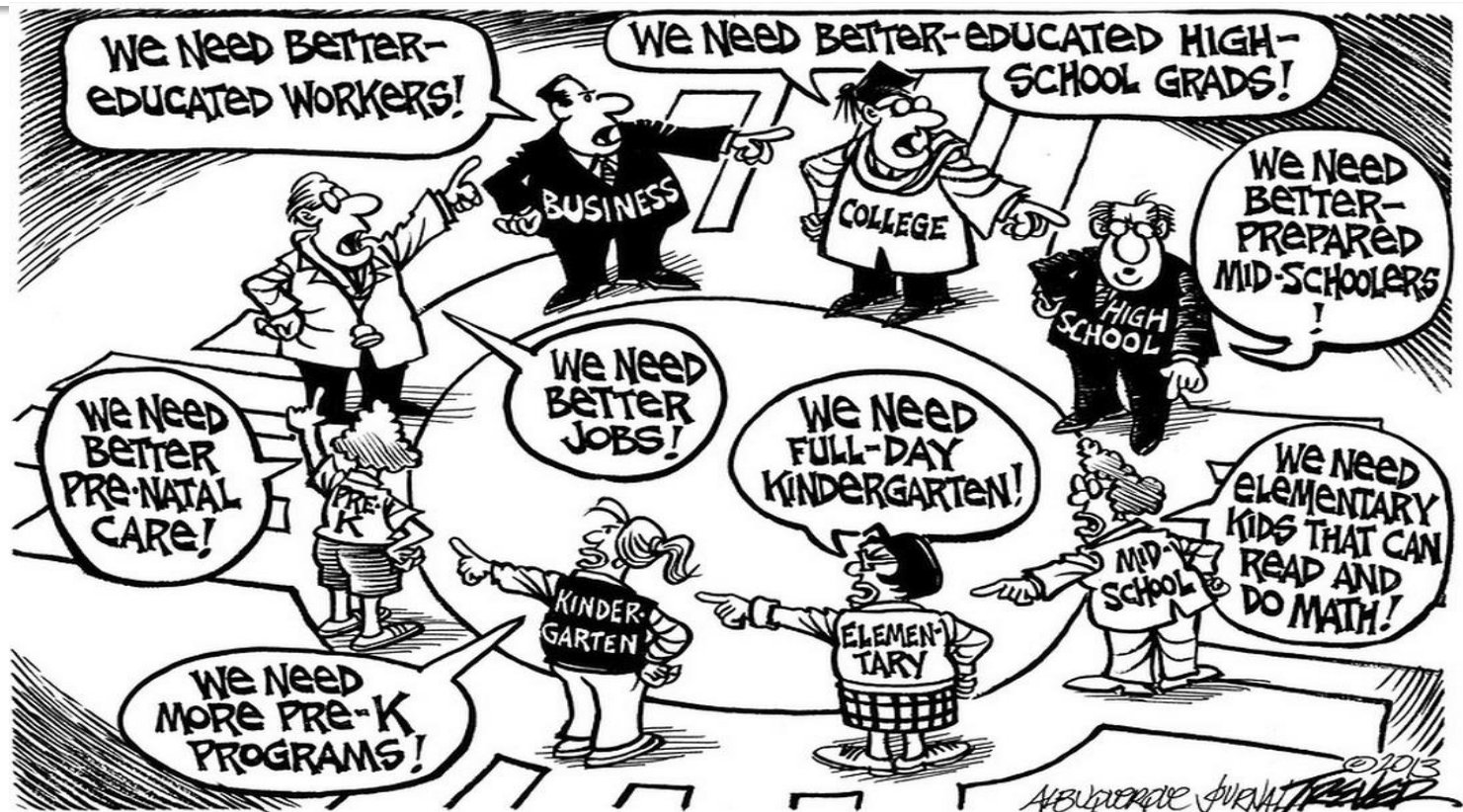
**TIPS AND RESOURCES FOR LEAGUE ADVOCACY**

# **ADVOCACY & LOBBYING HOW TO BE EFFECTIVE AT BOTH!**

*Grace Chimene LWVTX Vice President*

*Jensie Madden LWV Comal Land Use Issue Chair*

# WHAT IS ADVOCACY?



Public support for or recommendation of a particular cause or policy

# WHAT IS LOBBYING?

Any attempt to  
influence  
specific  
legislation

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## **Oppose SB 8**

Patients should  
make their own  
decisions about  
medical care

# **STATE & NATIONAL LEAGUE POSITIONS FOR LOCAL ADVOCACY**

LWV-COMAL AREA

# COMAL TRINITY GROUNDWATER CONSERVATION DISTRICT ADVOCACY

The League of Women Voters of Texas supports measures for the protection, conservation, and development of the groundwater resources of the state as an integral part of the comprehensive state water plan, and groundwater management that would achieve the following objectives:

Assure the long-term productivity of the state's groundwater resources and availability of groundwater supplies

Minimize adverse effects of groundwater withdrawals, including land subsidence and reduction of spring flows

# COMAL COUNTY REGIONAL HABITAT CONSERVATION PLAN

The League of Women Voters of Texas supports a comprehensive state *land use policy* to provide for the orderly development of the state, including:

- Growth and development of an area being compatible with the degree of availability of essential natural resources in that area
- Identification and protection of areas of particular significance (historical, archaeological, aesthetic, recreational) and rare or fragile ecosystems.
- Planning being carried out at the local level should be the main thrust of land use

# WHEN LEAGUES TAKES ACTION

- Only acts on an issue when we have a local, state, or national position or are acting under League principles.
- Never lobbies in opposition to a League position.
- May use any local, state, or national position to lobby at the local governmental level only without asking for authorization from state or national
- If advocacy is directed at a regional governmental body, coordinate with other Leagues.



# STATE ADVOCACY

There really are  
snakes at the  
capitol!







**Action  
Tip # 1:  
Have a  
sense of  
humor!**



# TEXAS LEGISLATURE IN BRIEF

- Meets every two years between January and May
- 150 House Representatives (2 years)
- 31 Senators (4 years)
- Speaker of the House (elected by Reps.)
- Lieutenant Governor (4 years) presides over the Texas State Senate.

**Action Tip #2** All states have governors, but the Texas governor is among the weakest.

# THE TEXAS LEGISLATURE

## **140 Day Session**

About 5 months, and includes Saturdays & Sundays

## **Meets Every Other Year**

On the odd numbered years

## **Bills Passed**

The Texas Constitution limits the passing of bills to the last three months of the session.

## **Competition: 7,000 Bills**

Decisions have to be made in an extremely short amount of time.

## **Slow Run, Then Sprint**

Established relationship with your legislators

## **Action Tip #3**

### **Texas is a 3 Party State**

- Democrats
- Business Republicans
- Tea Party Republicans

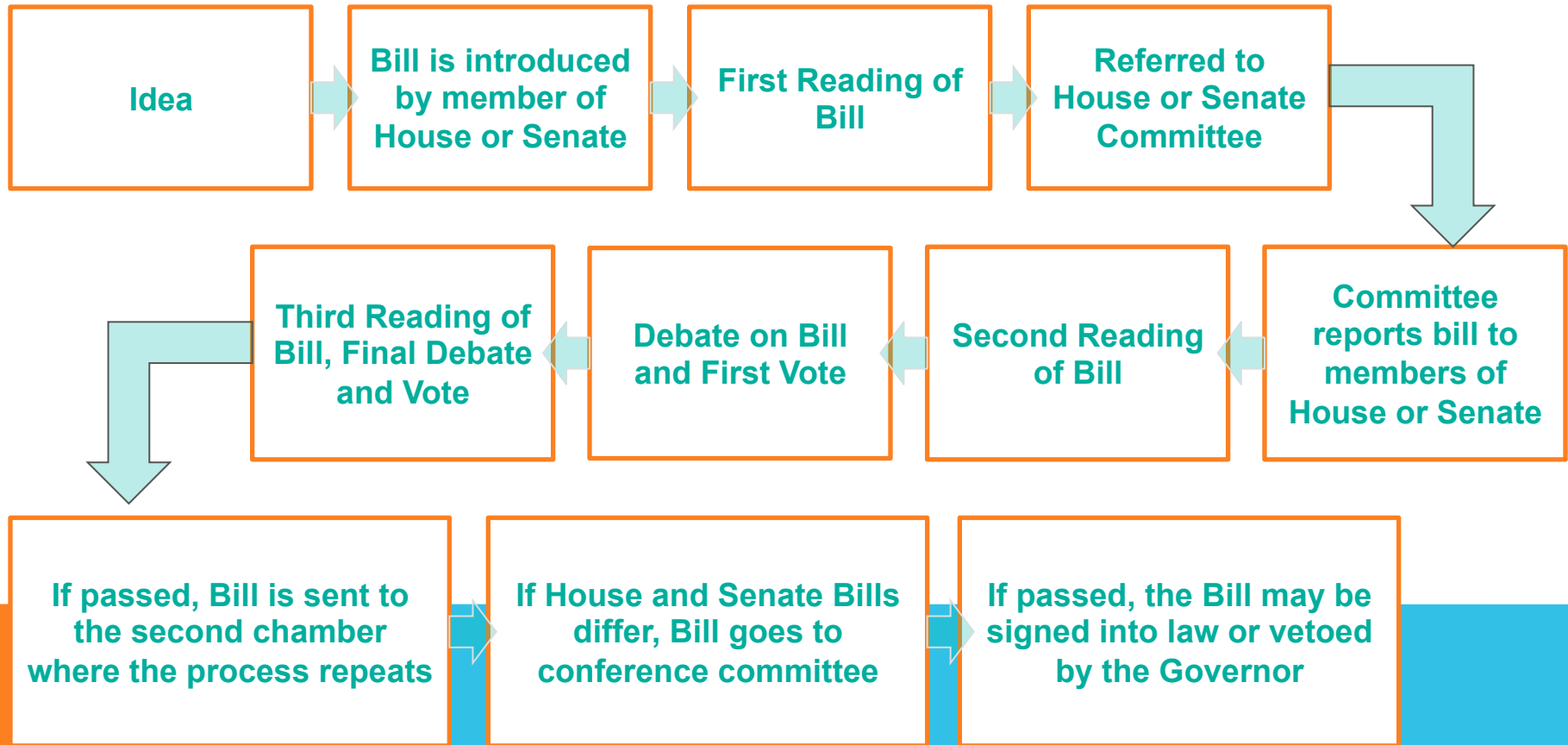
# BILLS LIVE & DIE BY DATES

- Nov. 12, 2018 First day to file bills
- January 8, 2019 (1<sup>st</sup> day)
- March 8, 2019 60th day - Deadline for filing bills & joint resolutions
- May , Last day to send House bills to calendar committee...
- One week before last day of session at midnight – last day for House floor discussion and voting on bills.
- **May 27<sup>th</sup>! Last Day of Regular Session!**
- June 16, 2019 20 days after the last day is the last day the governor can sign or veto bills
- August 26, 2019 91st day following final adjournment Date that bills without specific effective dates become law.

**Action Tip #4** The only bill the Legislator has to pass is the budget bill!

# How a Bill Becomes Law

**Tip #5:** Stop bad bills in committee instead of on the House or Senate floor.



# LEAGUE CAN HELP!

## Organize Your Community

- Share news articles
- Programs on issues
- Share link “Who Represents You?”
- Follow @LWVTX & Share “ACTIONS” on social media
- Partner with local experts, organizations, colleges.  
(if state organization check with LWVTX)

## Elected Officials

- Meet, call, email, write, assist
- Use League messaging
- Share Action Papers!

Be alert for new  
Issue Chairs!





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# THREE SIMPLE EFFECTIVE WAYS TO ADVOCATE TO YOUR ELECTED OFFICIALS!

**Tip #6:** 1. call 2. visit 3. email or write!

# ACTION TIP #7: IT IS EASY TO CALL!

- Write your message
- Make it short
- Say your name & your hometown
- Mention if you live in the legislator's district.
- Explain why you are calling. Identify the bill number & issue.
- Offer 1 or 2 brief talking points & offer local examples if possible.
- Provide your contact information.
- Calls to the capital office have more impact than call to the district office unless legislators are home on recess.
- Thank the staff member for his or her time.



# VISIT YOUR PUBLIC OFFICIALS

- Talk with your official or their staff
- Bring information about League LWVTX priority issues
- Smile & see talking points on priority issues.



**Tip #8** Use their correct title: Speaker, Lieutenant Governor, Chairman, Mister or Madam Chair, Senator, Representative

**Tip #9:** Elected officials love to talk. Listen!

# **ACTION TIP # 10**

## **VOTES MATTER**

*& the League empowers voters!*

Every legislator  
knows how many  
votes he or she won  
by in the last  
election.

## **ACTION TIP #12: IT IS EASY TO EMAIL!**

- Dear “Title” last name
- Put your position in the subject line.
- Keep message short (2 or 3 sentences).
- Close with your name, complete address/zip code, email address and phone number.

Who represents me?

# IT IS EASY WITH ONE CLICK

- Action Alerts
- Facebook
- Capitol Action Newsletter
- Capitol Action Minute videos



LWV-TX  
Capitol  
Action

OPPOSE  
VOUCHERS

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**Action Tip #13: Take action  
with the LWV TX and LWV US**



## **ACTION TIP # 14: BUILD RELATIONSHIPS WITH ELECTED OFFICIALS**

*Remember the staff!*

- Be helpful
- Be visible
- Be truthful
- Be specific
- Be respectful
- Be concise
- Be personal

## **ACTION TIP # 15: MESSAGE WITH SHARED VALUES**

FRAMING VOTING RIGHTS

## **Action Tip #16: Message with sound bites!**

Voters believe voting fraud exists  
So Reframe: Security, Fairness, Accuracy

Voting rights  
Reframe: Freedom, fairness, security, equality, trust,  
responsibility

<https://rethinkmedia.org/democracy>

# ACTION TIP # 17: DON'T BE TOO WONKY

Tell a story.

Use emotional buttons.

Fear, anger, sadness, joy, disgust, trust, anticipation, surprise, friendship, love, shame, envy, jealousy.

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## Oppose SB 8

Patients should  
make their own  
decisions about  
medical care

Wonky: preoccupied with details or procedures

# Collaborate!

## Action Tip #18: Gain allies!

Collaborate with organizations which are nonpartisan. If they are statewide, they require approval by the LWVTX Board

- Sign up for emails
- Attend meetings
- Use their paid lobbyist as a resource

# COMMUNICATE!



## **Action Tip # 17:**

**SHARE!** The League advocacy encourages everyone to take action on issues important to Texans!

# RESOURCES!

## **CPPP**

**Web:** [www.forabettertexas.org](http://www.forabettertexas.org)

## **League of Women Voters**

**Web:** [www.lwvtexas.org](http://www.lwvtexas.org)

**Web:** [www.VOTE411.org](http://www.VOTE411.org)

## **Free online eBook:**

**Texas Advocacy Playbook**

## **Texas News sources:**

Texas Tribune

Texas Standard

Texas Observer

## **NASW-Texas Chapter**

**Web:** <http://www.naswtx.org/>

## **Texas AFL-CIO (helped with slides)**

**Web:** [www.texasaflcio.org](http://www.texasaflcio.org)

## **Texas Capitol Resources:**

Sign up for Texas Legislature Online (TLO)

LWVTX video “how to sign up for TLO

How to follow a bill using TLO

Legislative Dates 86<sup>th</sup> Session

Maps of the Capitol

Video: Betsy Goes to Austin



# Capitol Action Minute



## The Nightmare Continues

85th Legislative Special Session

**ON YOUR MARK, GET  
SET, GO ADVOCATE!**

No Vouchers!  
Ridiculous Bathroom Bills!  
Women's Health!  
Local Trees Ordinances!

7.18.17

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