

# Effective Advocacy: Best Practices from a Citizen Activist Turned Legislator

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# Notable Advocacy Successes

- Three citizen initiatives to amend the City of Jacksonville Charter
- **1987** – Prohibited billboards
- **1991** – Enacted two-term limit for Jacksonville City Council members
- **2000** – Established minimum standards for tree preservation



# Top 10

## Best Practices for Effective Advocacy

# #10 Identify and define the problem or issue

- What?
- Why?
- Who?



# #9 Establish your end goal

- Determine what you want to accomplish
- Define a starting position which should always be in the best interest of the public
- Be willing to compromise . . . .
- But don't compromise until you absolutely have to

# #8 Recruit like-minded partners

- Individuals
- Businesses
- Organizations
- Give partners an action step

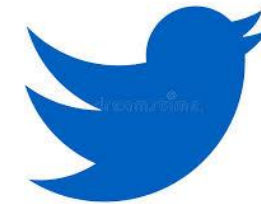


# #7 Craft a message that is crystal clear

- Thoroughly research and become well informed on the problem or issue
- Craft a message that provides useful but abbreviated information
- Keep the message simple
- Be transparent
- Preserve credibility by being truthful, sticking to the facts and not exaggerating

# #6 Use social media

- Facebook, Twitter, Instagram
- Keep Messages simple and pithy
- Ask people to take an action step





# #5 Create and use a web site

- Excellent platform to provide more detailed information
- 100% control over content
- Ask people to take an action step
- Advocacy pages
- Accept donations!



Safe & Secure



# #4 Use print and broadcast media

- Paid media
- Earned media



# #3 Communicate with decision makers

- Circulate and send a signed petition
- Send a personal email
- Make a personal telephone call
- Mail a personal letter
- Schedule an in-person meeting



# #2 Perseverance

- Be prepared to persevere over the long haul
- Be prepared to put a lot of time in on your effort.
- Be prepared to be discouraged: it will happen
- Be prepared to win battles, and do so graciously



# #1 Relationships, Relationships, Relationships

Establish positive relationships with your elected officials

- Meet with them on a regular basis
- Attend their district meetings (or other meetings at which they are speaking) and let them know you are there
- Offer to help them with their initiatives when they align with yours



# Relationships, Relationships, Relationships

Establish positive relationships with your elected officials (*continued*)

- Consider volunteering in their next election campaign
- Never burn bridges!

# Relationships, Relationships, Relationships

Establish positive relationships with government staff

- Department heads to admin support
- Become an individual they want to work with

# Relationships, Relationships, Relationships

Establish positive relationships with like-minded organizations

- Attend their meetings
- Offer to help them with their initiatives when they align with yours
- Consider joining their organization



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# National Advocacy

116TH CONGRESS

**HR 831**

**S 349**

**AN ACT**

To require the Secretary of Transportation to request nominations for, and make determinations regarding, roads to be designated under the national scenic byways program, and for other purposes.

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Real Places. Real Stories.™



# National Advocacy

- HR 831 was approved by the U.S. House of Representatives on February 6, 2019 by a vote of 404-19
- S 349 was approved by the U.S. Senate on September 9, 2019 by unanimous consent
- Bill signed by President Trump on September 22, 2019

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# State Advocacy

Scenic Florida meets with FDOT Secretary and/or FDOT staff on regular basis

- We advocate for a variety of scenic issues, including scenic highways
- We would welcome you to join our meetings with FDOT in Tallahassee
- We want to know what your needs are

*Scenic* Florida



# Top 10 Best Practices for Effective Advocacy

Questions?

