

# Change

# !

Strategies for  
Successful  
Advocacy

# Ground Rules

- Non-partisan
- Authentic
- No assumptions

# Roadmap

- Advocacy
- 20 Magical Tips
- Change
- The Black Dog
- Storytelling

# Advocacy

One avenue to  
to create  
change

# What is Advocacy ?

Acting in  
support of  
something

Critical  
word

***Acting***

# Action Verb

- Talking
- Writing
- Funding
- Organizing
- Presenting
- Asking
- Demanding
- Thanking

Why  
Change?

1. Tensi  
on

Add that  
magical  
phrase,  
“What if?”

2. We are creative  
and imaginative  
beings.

Increase  
your  
Magical  
Abilities

In 20 steps

1.

Relationships,  
Relationships,  
Relationships.

2.

Baskin Robbins  
Rule – Not All  
Legislators Are the  
Same.

3.

The  
Deceptive  
Bill Title.

4.

It's *Your*  
Issue.

5.

Beware  
Analysis  
Paralysis.

6.

Find (or  
Demand) a  
Seat at the  
Table.

7.

Smile and  
Take a  
Breath.

8.

I HEART  
Staff.

9.

Legislators  
are People.

10.

The Budget  
Process  
Begins  
Earlier than  
You Think.

11.

Thanks! And  
We Mean It!

12.

Be a Good  
Winner and  
a Good  
Loser.

13.

Be a Glutton  
for  
Punishment.

14.

Got Your  
Merit  
Badge?

15.

Bill#!28%\*?

16.

The George  
Washington.

17.

Know the  
Political  
Process.

18.

Laugh!

19.

Let Go of  
Your Ego.

20.

Patience,  
Luke.

# Bonus!

Show Me  
the Body.

Back  
To  
Change

Change is  
hard . . .

Right?



Not always.

# Recent Research on Change

- People want to do what they think others will do
- Nudge
- Radical Change
- Reframe
- Emotional Persuasion

The facts on  
facts:

**Education, facts, and reason  
rarely are successful by  
themselves in making lasting  
change.**

In  
Advocacy,  
often we  
use

**Emotional  
Persuasion.**

# Emotional Persuasion:

**Telling your story in a narrative that simple, positive, and emotionally resonant.**

Return to:  
Show me  
the Body.

The Black Dog.

# Advocacy Strategies for Change

- What is the change you want?
- Who has the power to make that change?
- How do they need to hear it?

You do  
this  
through

Telling your  
story.

*Your Black Dog.*

Stories  
are

One of the oldest  
art forms in which  
we pass wisdom,  
knowledge, and  
culture.

# Constructing a story

- What is the change you want?
- What is the story only you can tell that is connected to that change?
- Who is your audience?  
What do they care about?
- What details are necessary that reinforce the change you want?
- What details can you leave out?

Make sure  
your story is

- Simple
- Positive
- Emotionally  
resonant.

# Tips for Storytellers:

- Stories have structure
- Think headline, not text
- Avoid jargon
- Adapt style and message to audience
- Use facts judiciously
- Distill your story down to its essence
- Brevity - have a 90 seconds, three minutes, and five minutes speech

Q&A

# Storytelling Practice

**Telling your Story**

For More  
Information

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