

TOP TEN LIST: WHAT ELECTED OFFICIALS AND STAFF HATE TO HEAR

Number 10: But I thought my appointment was with the Senator.

Number 9: Here's some reading material for you – our 300 page annual report.

Number 8: How much of a campaign contribution did your boss get to vote against (or for) this bill?

Number 7: I assume you know all about HR 1234.

Number 6: No, I don't have an appointment, but I promise I'll only take ½ hour of your time.

Number 5: No, I don't really need anything specific.

Number 4: We have 10 (or more) people in our group.

Number 3: What you're telling me can't be right. I heard Jon Stewart say otherwise.

Number 2: What do you mean we have to stand in the hall?

Number 1: No, I don't represent anyone from your district. I just thought you'd be interested in what I have to say

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Speak Out! Influence Legislators About Programs for Youth in School and Public Libraries

A Presentation for the American Association of School Librarians



TOPICS

1. Factors that Influence Elected Officials
2. Four Tips for Effective Advocacy
3. Now It's Your Turn!
4. The One Thing That Makes All the Difference
5. The Top Ten Things Elected Officials and Staff Hate to Hear

FACTORS THAT INFLUENCE

Write down three things that YOU think influence elected officials

- 1.
- 2.
- 3.

Other Factors?

THE NUMBER ONE FACTOR

Connection to the District or State!

Remember: Elected officials are influenced by a variety of factors. But the most important tool you have is your "Power of Constituency"

HOW TO BREAK THROUGH THE CHAOS: OVERVIEW

1. **What** do you want?
2. **Who** should you ask?
3. **How** should you ask?
4. **How** should you follow-up?

KNOWING WHAT YOU WANT

You must:

What three things are YOU going to ask for?

- 1.
- 2.
- 3.

KNOWING WHO TO TALK TO

Who do they care about? Why are you _____?

What does the elected official care about?

What three things might you learn about your elected officials?

- 1.
- 2.
- 3.

Tips on Working with Staff

1. *Talk to the right person*
2. *Remember, your issue is one of many*
3. *Staff contact has advantages over member contact*
4. *Institutional memory in an elected official's office can be short*
5. *Expect and appreciate youth*

KNOWING HOW TO ASK (TRY THE **SPIT** TECHNIQUE)

- S**pecific
- P**ersonalized (and positive)
- I**nformative (and the value of "I don't know")
- T**rustworthy

The Five Minute Rule

NOW IT'S YOUR TURN!

- Why are you relevant?
- Can you frame the message?
- Make the ask!
- Personal story
- Reiterate the ask
- Thanks and ask about follow up

Follow-up! It's the most important indicator of success – and most people don't do it!