

LeadingAge[®]

**The Trusted Voice
for Aging**

LeadingAge.org



Advocacy On A Tight Budget

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Advocacy For Any Budget

- Who here has a “Grassroots” budget?
- What is your budget?
- What is typically in your budget?

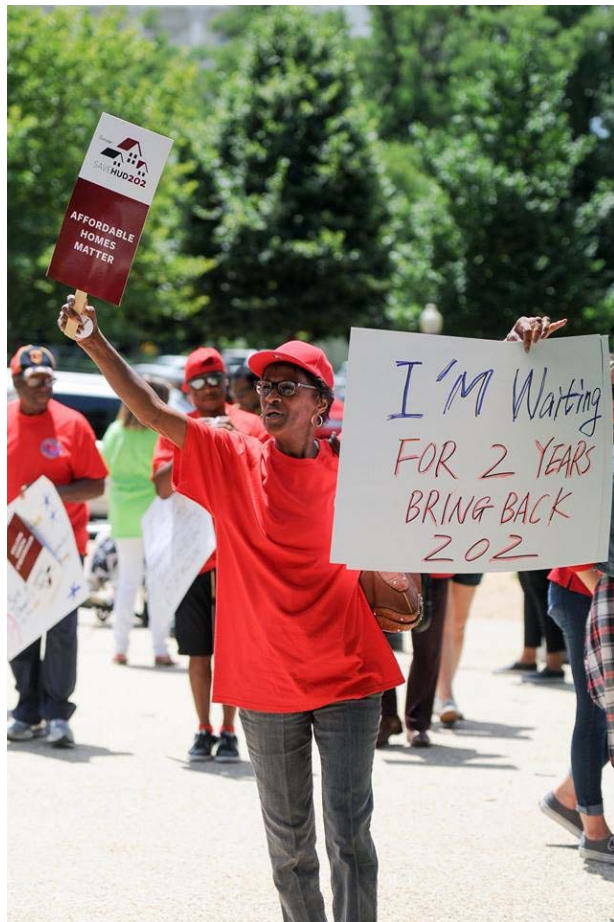
Balance Offline vs. Online

- Activity:
 - ✓ Action alerts – Low Cost
 - ✓ Media – High to No Cost
 - ✓ Social media – High to No Cost
 - ✓ Op-eds – No Cost
 - ✓ Congressional visits – Low Cost
 - ✓ Lobby Days – Low to High Cost
 - ✓ Rallies/Demonstrations – Low to High Cost

Advocacy On A Tight Budget

- Activity:
 - ✓ Save HUD 202 campaign
 - Rally on Capitol Hill
 - Action alerts
 - Media/social media
 - Congressional visits
 - Total Cost – Less than \$10,000

Save HUD 202 Rally



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Save HUD 202 Rally



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Save HUD 202 Rally

Lobby Days On A Tight Budget

- Do a 1.5 day Fly-In
 - ✓ Advocates pay their own costs, hotel and meals
 - Advocates Schedule Meetings, DC Staff coordinates
 - Reserve Capitol Hill Space for Meetup and Rest
 - Maximize Social Media – Storify and Advocate Posting
 - Press Conference on new report or announcement to get bang for your buck

Telephone Town Hall

- Virtual Way to lobby KEY members of Congress
- Provides a safe platform for member of Congress to hear from key constituents without public rancor or debate
- Allows for building of your grassroots network
- Cost is cheap relative to a fly-in or in-district event
- Very successful with National Alzheimer's Project Act

In-District Events

- Bring member of Congress to you!
- Budget can be low cost to nothing
- Create a compelling reason to visit. LeadingAge always brings in members of Congress before elections as seniors are voters!
- ALWAYS have food. Even if it is just cookies
- Maximize social media to highlight the event

Celebrities

Diabetes formed alliance
with NFLPA

Team Tackle members
used their time and talent
to fight diabetes

Great exposure and
fundraising opportunity

Celebrities do require a lot
of work and caution!



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Social Media

- At this time, Facebook is King. Even \$500 targeted ads on Facebook can move a message and recruit specific advocates
- Twitter – Good for influencers, not policymakers
- Instagram – Good for awareness, not action
- Google Grants – If non-profit, USE THEM!
- LinkedIn and other sites will be competitive soon if they can find a niche

Why Do I Advocate?

Advocacy Message Photo Op

2-3 Frames to use along with the Advocacy message cards

Offer to take photo with participant's phone & take with your own, too

Use multiple frames for groups & have each person choose their own advocacy message

Share about advocacy, while snapping photos

Invite to sign petition on behalf of people with diabetes



Other Free Tools

- Piktograph for low cost way to make infographics
- www.pixabay.com for free stock videos and photos
- Storify is a great way to tell your events memorable moments to constituents
- Watershed Share for social media codes

What Free Tools Do You Use?



Questions?

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Thank You.

The logo for LeadingAge, featuring a stylized heart shape above the word "LeadingAge" with a registered trademark symbol.

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