

Building a Diverse Advocacy Program

- Find new stakeholders that are unique
- Engage younger members
- Find a channel for communication
 - Ex: text-based advocacy program
- Dynamic signal – uses point system by sharing via social media (Voice storm)
- Build larger coalitions
- Find connections to rural areas
- List all policy issues to award social issues that can be divisive
- Keep focus narrow and on message
- Tailor messages to members based on preference
- Networking groups tailored to certain demographics
- Have groups on the ground floor, find advocates that can diversify your advocacy network
- Diverse voices from all affected groups
- Research your membership to understand their needs and trends
- Research most used platforms by membership

Managing Ballot Measure Campaigns

- Challenges/opportunities
 - Compliance
 - Internal/external communications
- Solutions
 - Compliance
 - In-house/org-retained counsel – not just the coalition
 - Communication
 - Internally – as-needed strategically
 - Compliance rules – when a filing may be triggered
- 2018 Outlook
 - Minimum wage/paid family leave
 - Democratic participation
 - Felony (restoring voting rights)
 - Redistricting
 - Ranked choice
 - Criminal justice reform
 - Unions – right to work
 - Immigration – sanctuary cities
 - LGBTQ protections
 - Abortion

- Health care
 - Drug pricing
 - Medicaid expansion
- California
- Ballot measure process changes
- Sources
 - Ballotpedia
 - Ballot Initiative Strategy Center

Preventing Advocate Fatigue

- Challenges
 - Advocate life or death issues
 - Same message over & over
 - Slow pace of movement – maintaining momentum
 - New way to keeps engagement
 - Maintaining momentum at a high level endurance for mobilization
 - Keeping advocates up to date on issues that don't yet affect them
 - State level engagement & obstacles with affiliate autonomy
 - Exhaustion after tough battles
 - Resource limitations
 - Staff using same advocate(s)
 - Creating urgency
 - Organizational engagement
 - Relationship building
 - Searching for wins in strategic environments
 - Attrition in a group
- Solutions
 - Ladder of engagement
 - Knowledge about advocates/segmenting outreach
 - Collecting advocate stories – target key issues or regions
 - This will help create content for future activations
 - Help you target advocates with issues important to them
 - Legislative update call featuring advocates talking about their advocacy
 - Enable peer to peer advocate conversations
 - Setting realistic expectations
 - Multiple versions of the same ask – don't just email
 - Asking multiple times
 - Know convenient times for your audience
 - Relationships are key/care about them
 - Find common ground to see where you could collaborate

- What tactics are realistic for them?
- Provide trainings – show them how to activate

Properly Incentivizing Advocates

- Opportunities:
 - Social contest
 - Direct contract with business leaders
- Acknowledgment
 - Testimonial and personalized thank-you
 - Recognize in reviews
 - CMF live incentives
 - Photo collections
 - Live feed of advocate actions
 - Collect story with AP
 - Peer 2 Peer on issue communications
- Issue Activists incentivized as the go-to for the relationship
- Incentivize by sharing story
 - Social Media leaderboard
- Segments
 - Care and feeding
- Keep Engaged
- Incentivize external influencers
- Advocate time crunch
 - DC time- too long?
 - Finding new advocates
- How to care about non-\$
- DC- do it!
 - Site tours
- Professional development
- Seat @ the table
- Include in PAC

Communicating Across Generations

- Issues
 - Different audiences
 - Large scale retirement- how to reach them
 - Getting the younger generation to care
 - How to reach younger generation

- Balancing lots of new folks with veterans
 - Different forms of communications
- Young Members/Next Generation
 - SMS/Text Messaging
 - Special Programs
 - Bring in seasoned members to give experience
 - Have fly-in just for them
 - Certificate program
 - Professional development/resume building
 - Social events
 - Monthly calls
 - Town hall
 - Friendly competition
 - Women's conference
 - Happy Hour on Hill and bring in young lawmakers
 - Snapchat
- Internal Communications
 - Understand how each group wants to be communicated too
 - Data to prove funding for project
 - Only a certain number of communications you can send out- be sure to involve comms team
 - Handing over ropes
 - Finding an advocate at a higher level
 - Send successes
 - Just "test"
- Communication Channels
 - Engaging Social Media with older generations?
 - Figure out where they are
 - Invest in tech that makes it easy for advocates
 - Facebook
 - Official vs. advocacy
 - Goals- lets educate each out