

March 24, 2020



Public Affairs
Council

2020 Webinar: Planning a Virtual Advocacy Day

Andrew Polk, Andrea DeFelice and Nick DeSarno

A photograph of a male worker in a white uniform and cap working on a car chassis in a factory. The worker is positioned on the right side of the frame, looking down at the car. The background shows a large industrial facility with various equipment and car parts. A blue semi-transparent banner is overlaid on the left side of the image, containing the title and speaker information.

Virtual Advocacy Tactics

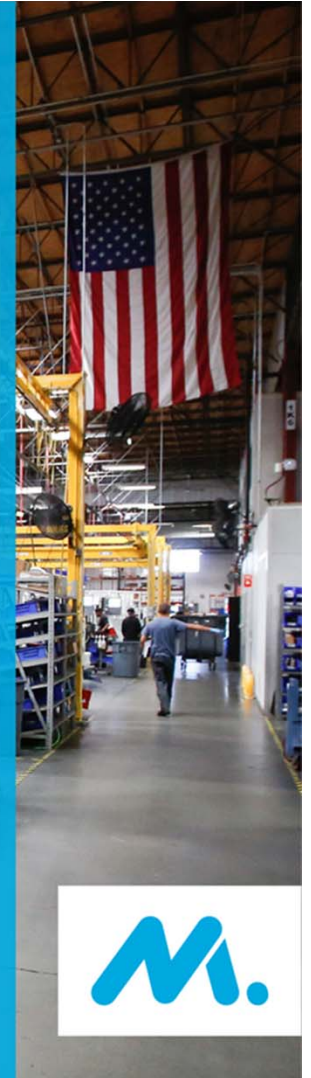
Andrea DeFelice

Director of Advocacy and Engagement
National Association of Manufacturers



Change Your Perspective

- The loss of opportunity for your supporters to meet with Congress may seem devastating.
- There are many other ways to engage your stakeholders to effectively advocate from where they reside.
- For many organizations, virtual advocacy is now more important than ever!
- It's time to get creative.



Shifting to a Virtual Advocacy Day

- Don't lose momentum
- Harness this opportunity to demonstrate value
- Shift your messaging
- Be mindful of tone

CREATORS **WANTED**



#CreatorsRespond

Mobilizing to respond to COVID-19

Shifting to a Virtual Advocacy Day

- Keep the dates and engage online through a series of webinars
- During these webinars, and any other communications leading up to the planned advocacy day, announce a clear call to action and next steps
- Use **Facebook Live** for sessions with less sensitive / more educational content
- Elected official speaker? Ask if they would consider a **Twitter town hall**
- *Pro Tip: Always do a practice round at least one day prior*



Conferencing Platforms

Conferencing companies are responding to the increasing demand for cloud communications

Highly Reviewed:

- GoToMeeting / GoToWebinar
- Zoom
- LoopUp
- Google Hangouts
- Skype

Free Trails:

- Zoom (40-min limit, up to 100 participants)
- Avaya Spaces (free for non-profits, up to 200 participants)
- Cisco / WebEx (up to 100 participants as well as 90-day trial)



Social Media



- **Develop a hashtag related to your call to action**
 - Check for uniqueness
 - Keep it short and UseCapitalsWhenYouNeedThem
 - Understand hashtag use on different platforms (i.e. Twitter, Facebook, LinkedIn)



- **Share a social media guide for less experienced users**
- **Write sample tweets for ease of use (pair with graphic)**
- **@MOCs where it makes sense**



Code Pre-Written Tweets

- The first part of the URL will be the fixed text <http://twitter.com/intent/tweet?text=>
- Spaces are created by separating each word of the tweet with "%20"
- End with "%3A&url=http%3A%2F%2F" and then the rest of the URL if you have one (excluding "http")



Additional Tactics



Letter Writing Campaign

- Create and share a template
- Include clear ask and identify legislation (e.g., H. XXXX)
- Encourage personalization
- [GovTrack.us](https://www.govtrack.us) for contact info



Phone Calls

- *May have to leave message at this time*
- Utilize the Capital Switchboard
 - Dial (202) 224-3121 and an operator will connect you to your Senators' or Representative's office



Make Stories Matter

- Work with your advocates to curate anecdotes, photos and videos
- Authentic user-generated video trumps impersonal effect of emails and calls and cuts through the noise
- Package together with compelling visuals
- Reach out to MOC comms staff to share constituent stories

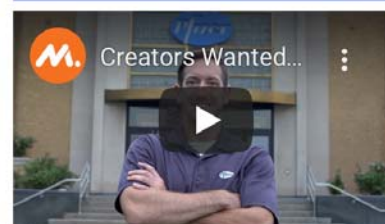
Creators Wanted Stories



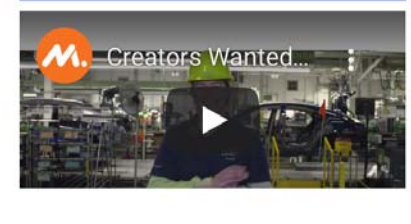
Kristen from PPG



Travis from Pfizer



Chris from Pfizer



Katie from Toyota



Let's Connect!

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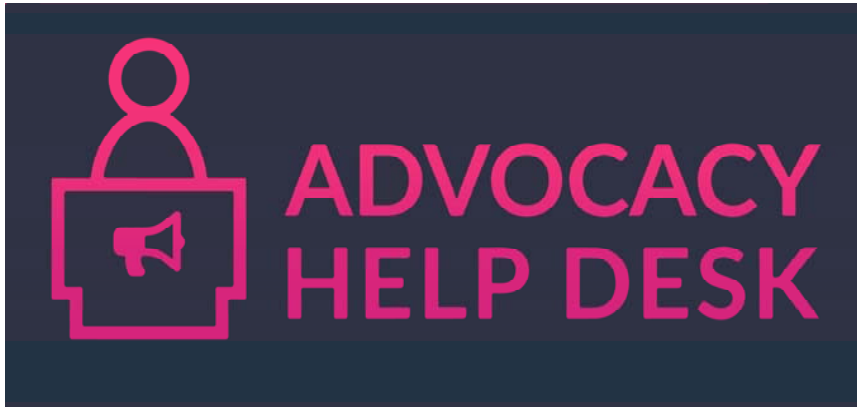
LinkedIn: [andreadefelice](https://www.linkedin.com/in/andreadefelice)





**MANUFACTURERS
MAKE
AMERICA**

There is no better time to
innovate than a crisis.





Rules of Successful Digital Transformations

- Digital tools mimics the physical world for user understanding
- There is a strategy & organized workflow for execution
- Simple guides/testing so people know what they are doing
- Attitude & Belief – Digital can be better than physical meetings!
- User friendly/low barriers Platform (low clicks or downloads)

Virtual Advocacy
Meetings Should Look
Like Physical Ones.



**FACE TO FACE -
VIDEO!!!!**

A good virtual
workflow
looks like a
physical one!

Schedule requests, organized groups/teams of advocates, staff 'guides'

Train staff on a digital platform – how to use it effectively.

Come up with a quick guide for advocates: software install, how to activate camera and sound, what to expect.

Leave behind!

Strategy 1.0: Go Old School & Small Ball

- Do 2-3 digital Hill meetings to test out your workflow; see what problems exist BEFORE you plan your full on digital Fly-in.
- Target Members offices you already know and ask for a face to face digital meeting. Use these as tools to push other staff to do video.
- Go a bit bigger – Set up meeting for advocates who have done a real fly-in before. They know the game – they know how the meetings work...what to say.



Strategy 2.0: Go All Out.

- Once you have your workflow down – plan a large virtual fly-in.
- Attach the fly-in to a larger letter/social media campaign. Critical mass.
- Expand your advocacy participants through targeting – new people who could never come to DC may have a better story than those who do!
 - What's your gut tell you? Who wrote letters, who gets on your calls...
 - What's your data tell you? Run a broad campaign to build your database & target.
- Use visual props during meetings!
- Record the whole process – show your groups/industry how hard your working for them.



I'm not a salesman for Zoom, but use Zoom.

- Low cost to you. No cost elsewhere. \$200 per month for 10 hosts.
- Ease of use (one software download)
- Looks professional, people are socialized to it
- No personal info needed (cell number or skype name)
- One link for the meeting [so key!]
- Easy to pass over handouts
- Feels like a physical roundtable meeting



FDRA

Phone 2027375660
Company Footwear Industry's Business and Trade Association
Account No. 50929114

[Change](#) [Delete](#)

Personal Meeting ID 542-845-8529
<https://zoom.us/j/5428458529>
× Use this ID for instant meetings

Personal Link Not set yet. [Custo](#)

Sign-In Email info@fdra.org
Linked accounts:

User Type Licensed

Capacity Meeting 300

Language English

Date and Time Time Zone (GMT-4:00) Eastern Time (US and Canada)

ement
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nagement

Training

ials

Base

Small biz owner...who could never go to DC...

Note the subtle physical cues video provides. Does the staffer get what I'm saying?



Zoom Meeting ID: 595-763-432

The image shows a Zoom meeting window. At the top, the meeting ID is 595-763-432. The main area displays a man with short brown hair wearing a blue polo shirt, positioned in front of a large window with a view of trees and a brick building. The bottom of the window features a dark toolbar with the following controls from left to right: a microphone icon labeled 'Mute', a video camera icon labeled 'Stop Video', an 'Invite' button with a person and plus icon, a 'Manage Participants' button with a person icon and a '1' indicator, a 'Share' button with a green screen icon, a 'Chat' button with a speech bubble icon, and a 'Record' button with a magnifying glass icon. In the bottom right corner, there is a red 'End Meeting' button. The window also has standard macOS window controls (red, yellow, green buttons) in the top left and a lock icon next to an information icon.



There is no better time to
build your brand than now.

Messaging to advocates...who don't want to watch the news





Check Out our New Episode Now!
Navigating the Realtime Retail Coronavirus Impact with Foot Locker's Dick Johnson



Stay up to date on footwear industry insights and trends—no matter where you are working these days!

shoeinshow.com
the footwear industry's podcast

There is no better time prepare
for the future when there are
no sports on...no where to go...

When things
return to
'normal'



Low/No travel budgets.



Fear of travel.



Video meetings will remain key.



Virtual Reality will finally
become useful. **EXCITING!**

Why use VR for advocacy?

- 80% of all internet traffic is video. People are now visual learners, especially young workers.

Viewers retain [95% of a message](#) when they watch it in a video compared to 10% when reading it in text.

- Policymakers are overwhelmed and cannot retain all the data & stats in handouts.
- Time and travel budget remains an issue for policymakers to go and see facilities
- ROI:
 - Be seen as an innovator that allows you to expand membership,
 - Grow your PAC \$\$\$
- It's actually affordable, if you work with the right people...





Take policymakers to your facility, virtually.

“Booth Bait”



Take advocates on a tour of DC at your events/trade shows to build branding and boost PAC \$.

On a VR shoot for GSK's PAC!



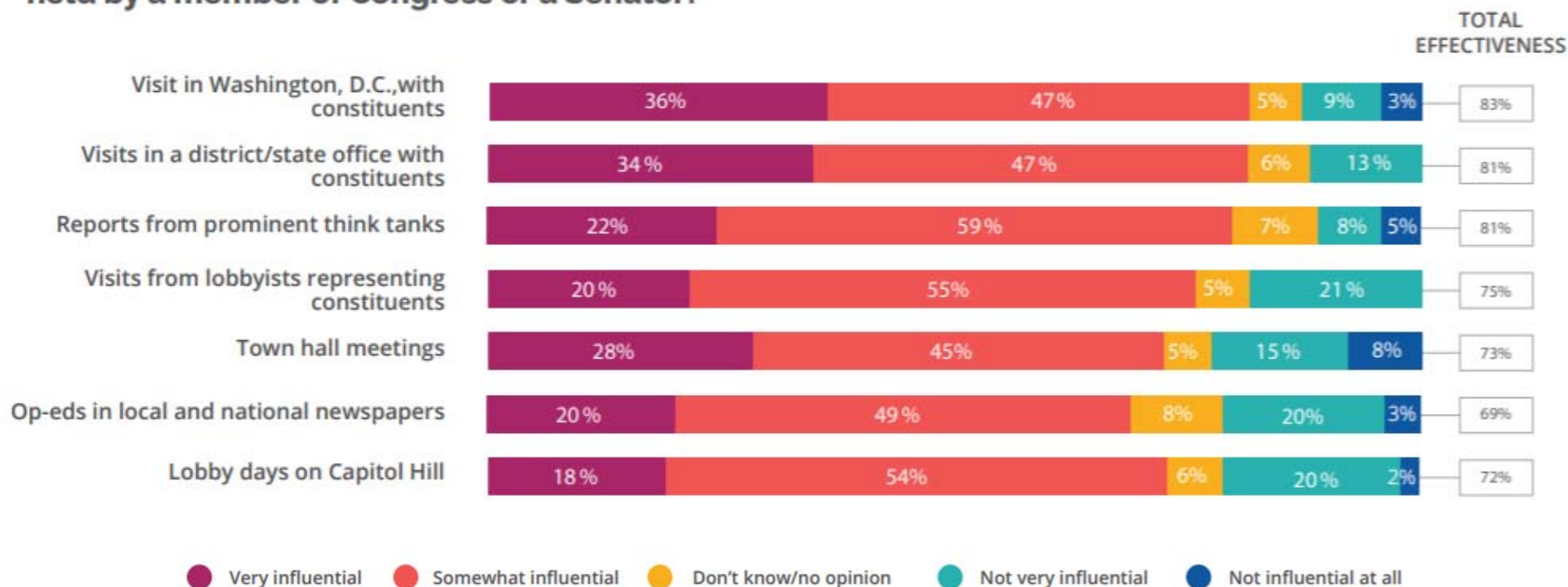
For ideas and tips:



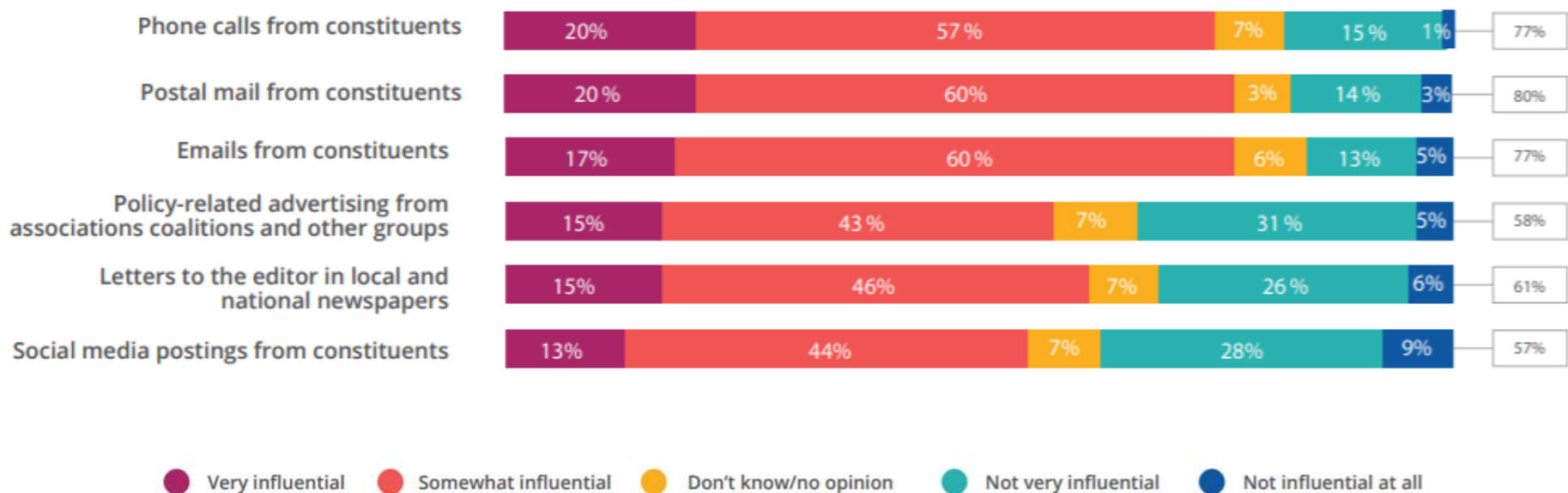
VR
AdvocacySM

vradvocacy.com

How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?



How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?



Beyond the Fly-In

- What do I have at my disposal?
 - Software, Data, Social Media Accounts, Newsletter, Intranet Page, Livestreaming, Expert Consultants, the Public Affairs Council
- Are my advocates more energized than ever, or are they frozen in fear?
 - Think about message appropriateness during these trying times
- Do my advocates now have free time or are they working more due to the virus?
- Can we work on building a strong set of advocate or identify a large pool of supporters?

Long term: Digital Advocacy Training

Your online training program should be:

- **Dynamic and Multi-Chanel:** You must meet your advocates where they are and provide them with a range of options for learning, including: on-demand modules, classroom style talks, quizzes and traditional one-to-one assistance
- **Social media friendly:** Make sure your advocacy training program has a social media component, social media posting and action is an incredibly powerful form of organizing
- **Formalized:** Now is the time to fully establish an advocate training program, develop a name, cultivate a list and consider “graduating” attendees
- **Relevant:** Must be directly applicable to helping your members or employees, this training must serve their needs – not just yours
- **Engaging:** Whether it’s gamification, or hosting a Video conference instead of a phone meeting, make your trainings engaging

What is already in the field

 **Public Policy Update Webinar**
Wednesday, March 25 • 2:00 pm ET

 **BETSY LAIRD**
Senior Vice President,
Global Public Policy
ICSC

 **HERB TYSON**
Vice President, State &
Local Government
Relations
ICSC

Moderated by Stephanie Cegielski, Vice President of Public Relations, ICSC



ICSC posted on LinkedIn

edin.com

Digital Fly-In



Key Takeaways

1. Keep the technology simple
2. Create visual instructions, but don't be afraid of hand-to-hand combat
3. Make this an opportunity for your organization to innovate and hopefully shine
4. Test, test, test and then test some more
5. Be aware of technology limitations and overcapacity issues
6. Use what resources you have, now is the time to be scrappy
7. It doesn't need to look amazing and it doesn't need to be seamless

Contact Information

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Digital Advocacy





Public Affairs Council

MANAGE YOUR WORLD