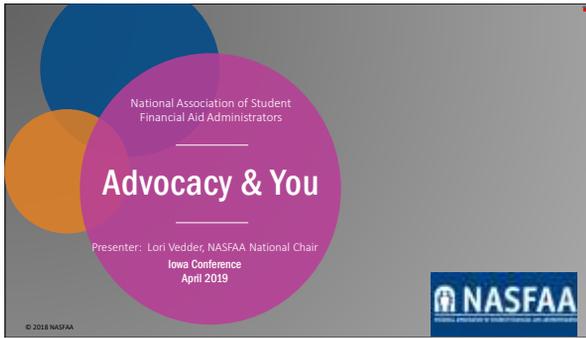


NASFAA XX Conference

Presented Month xx, 2018



Slide 2 © 2018 NASFAA

Agenda

- Advocacy 101
- NASFAA and Advocacy
- NASFAA Advocacy Resources
- Fight for Financial Aid Campaign
- Advocacy and You!



Slide 3 © 2018 NASFAA

Advocacy 101: What is advocacy?

advocacy

- the act or process of supporting a cause or proposal; the act or process of advocating something

advocate

- a person who argues for or supports a cause or policy





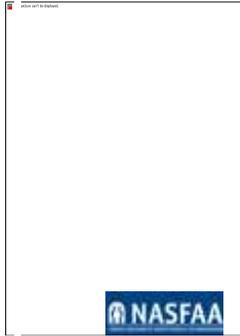
NASFAA XX Conference

Presented Month xx, 2018

First Amendment Roots

“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances”

Slide 4 © 2018 NASFAA



Advocacy Basics

- Advocacy is not always lobbying, lobbying is always advocacy
- You don't need to be in Washington, D.C. to be an effective advocate
- Advocacy can and should be **proactive** and **reactive**
- Effective advocacy uses data, research, and stories

Slide 5 © 2018 NASFAA



5 Effective Advocacy Tips

1	2	3	4	5
Keep it local	Keep it personal	Keep their position in mind	Keep it factual	Keep in touch

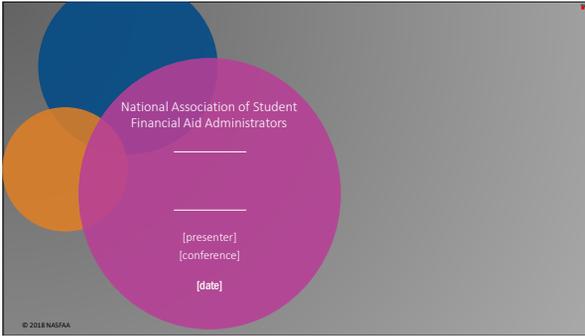
Slide 6 © 2018 NASFAA

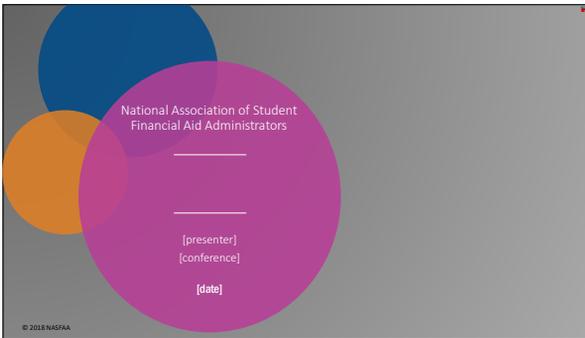




NASFAA XX Conference

Presented Month xx, 2018









NASFAA XX Conference

Presented Month xx, 2018

NASFAA and Advocacy

Slide 10 © 2018 NASFAA



What does NASFAA do in Advocacy?

Slide 11 © 2018 NASFAA

- Distributes Original Research from NASFAA Task Force and Working Group Reports and Papers
- Advocates for NASFAA members with Congress, the Administration, and Department of Education
- Participates in Coalition Groups and Associations
- Holds Briefings for Congressional Staff on Student Aid Issues
- Organizes Advocacy Pipelines and related D.C. Visits



What do we advocate?

Slide 12 © 2018 NASFAA

Our advocacy efforts center around these major policy areas:

- Increasing access to higher education, including early awareness and outreach
- Simplifying student aid systems
- Encouraging college persistence & completion
- Promoting college savings and financial education
- Minimizing student indebtedness and emphasizing grant and work aid
- Supporting the primacy of need-based aid





NASFAA XX Conference

Presented Month xx, 2018

Slide 13 © 2018 NASFAA

NASFAA's Advocacy Audience

Administration

- White House
- Department of Education
- Office of Management and Budget

Congress

- House & Senate Education Committees
- House & Senate Appropriations Committees
- House & Senate Budget Committees
- Other Members of the House and Senate

Other Higher Education Associations & Organizations



Slide 14 © 2018 NASFAA

NASFAA Advocacy Resources

How can we help you?

- Personal advocacy support and guidance for you, your institutions, and your state & regional associations
- Continuous up-to-date information
- Readily-available materials



Slide 15 © 2018 NASFAA

NASFAA Online Resources



NASFAA Legislative Tracker

- Comprehensive list of all student aid-related legislation introduced in this session of Congress
- Organized by subject area

The Capitol Recap

Monthly series in *Today's News* that lists and summarizes newly-introduced legislation





NASFAA XX Conference

Presented Month xx, 2018

NASFAA Online Resources

Federal Budget & Appropriations Page

- Interactive chart on the federal budget process
- Budget and appropriations news archive from *Today's News*



Off the Cuff Podcast

Weekly podcast with NASFAA staff and colleagues on student aid policy



NASFAA Online Resources

Advocacy Resources Page

One-pagers and handouts on a variety of topics for use during Hill visits or other advocacy outreach



What Can You Do?

Volunteer!

Work with and support NASFAA's policy team:



Stay Informed

Read NASFAA's *Today's News* and Policy and Advocacy Webpages on nasfaa.org

Write and Visit Your Member of Congress

- Share your advocacy efforts with NASFAA, so we can support and assist you
- New education committee members mean new states in the mix!



NASFAA XX Conference

Presented Month xx, 2018



