



**ADVOCACY**

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Tips You Can Use Anywhere



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Lobbying vs. Advocacy



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### Effective Advocacy

- Thank You
- One Topic
- 3 or 5 persuasion points
- Make a request for action
- Thank You
- Follow-Up



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Have a 30-second elevator speech  
in your back pocket.



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### Common Mistakes

- Not prepared
- Too many topics
- Don't read their body language correctly
- Ramble



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### Things to Keep in Mind

- Don't Demand
- Don't Threaten
- Be Prepared for the Unexpected
- Always Say Thank You




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### How the Process Works at the Iowa Capitol




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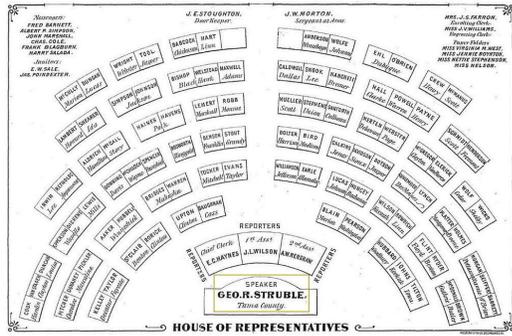
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<p><b>House of Representatives</b></p> <p>Seat Number _____ Representative _____</p> <p><input type="checkbox"/> Or Clerk _____</p> <p>(Name) _____</p> <p>OR (Name, Company or Organization)</p> <p>1. It is waiting to see you      2. Has left literature 3. Has left the following message:</p> <p>_____</p> <p>Date _____ Time _____</p> <p><b>LOUNGE</b></p>	<p><b>House of Representatives</b></p> <p>Seat Number _____ Representative _____</p> <p><input type="checkbox"/> Or Clerk _____</p> <p>(Name) _____</p> <p>OR (Name, Company or Organization)</p> <p>1. It is waiting to see you      2. Has left literature 3. Has left the following message:</p> <p>_____</p> <p>Date _____ Time _____</p> <p><b>FRONT DOOR</b></p>
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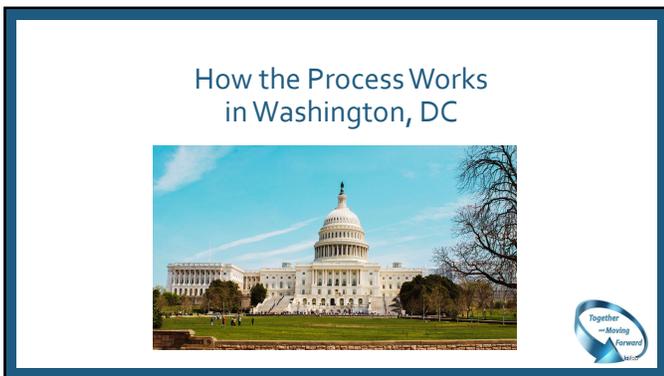
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How the Process Works at Home



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Provide a Story



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Role Play



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## Internal Advocacy

- Keep Others Informed
  - Good News
  - Bad News
- Always make it about the students being served



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Advocacy is about giving a voice to those who have none.



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Questions



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