

P.O.W.E.R to the People

Strategies for Effective Legislative Advocacy



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What is **Power**?

SEC CBS





GEAR UP

Power is a lot like a real estate.

P.O.W.E.R

- **P**ower Map
- **O**rganize Your Message
- **W**ork Out a Plan
- **E**xecute a Plan
- **R**ecord, Review, and Reflect

Power Map

Decision Makers

- Elected Officials
- Appointed Cabinet Members
- Constituents

Influencers

- Staff
- Spouses/Family
- Hometown Papers
- Local Chamber of Commerce
- Constituents

Haters

- Opposition
- Stakeholder/Beneficiary
- Sponsor
- Constituents

Allies

- Coalition Partners
- Stakeholders - Loser
- Sponsors
- Constituents

P.O.W.E.R

- **P**ower Map
- **O**rganize Your Message

Organize Your Message

- Prepared
- Provable
- Passionate
- Performable

P.O.W.E.R

- **P**ower Map
- **O**rganize Your Message
- **W**ork Out a Plan

Work Out a Plan



Work Out a Plan

- What you want
- Why you want it
- Who you need to support it
- What action items you need to garner support
- What resources you need to garner support

P.O.W.E.R

- **P**ower Mapping
- **O**rganize Your Message
- **W**ork Out a Plan
- **E**xecute a Plan

Execute a Comprehensive Plan



Execute a Comprehensive Plan

- Offensive
- Defensive
- Understand Down, Distance, Time, and Score

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Record, Review, and Reflect



Record, Review, and Reflect

- Why you took the action
- Preferred outcome
- Success Measurables
- Bottom Line

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Do's and Don'ts

Don't:

- Yell.
- Only talk about problems
- Lie or give misleading information
- Disrespect Legislative Assistants
- Waste time

Do's and Don'ts

Do:

- Keep your cool
- Stay positive when possible
- Find common ground
- Present solutions
- Be confident
- Have a plan B... and C,D,E,F

Examples of **P.O.W.E.R**

Questions

Contact Us!



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