



**VOTE**

# HOW TO USE THE ELECTORAL ENVIRONMENT FOR SUCCESSFUL ADVOCACY





**PRO-TIP:** Elected officials are never more “in tune” with their constituents than when they are running for office. Take advantage of this heightened awareness and the many public appearances they will be making. This environment is an ideal time for someone to repeatedly raise your issue, which will create the sense that it is critically important to voters.

## IN-DISTRICT COMMUNICATIONS ARE THE MOST EFFECTIVE CONTACT YOU CAN MAKE WITH A LEGISLATOR

- It's particularly effective from someone they know (A grass-tops contact).
- Have someone ask a question about your issue at candidate forums.
- Have donors raise your issue at fundraisers.
- Create repetition across the district.

## DON'T FORGET STAFF COMMUNICATIONS

- Make sure campaign/official staff also understand your issue.
- Staff spend a lot of time with the principle. They are a great resource to help understand why the issue is relevant from a political and policy point of view.

## GREAT TIME FOR INFLUENCER ADVERTISING

- It's a cost-effective way to amplify your message.
- Target it to key influencers who are likely to have interaction with your advocacy target ... creating an organic buzz about your issue.

## ALSO A GREAT TIME FOR EARNED AND SOCIAL MEDIA

- Campaign season is prime time for candidates to pay attention to anything that shows up in MSM or social media. Use this to your advantage.
- Develop contacts with reporters who will write about your issue.
- Use your network to get Facebook posts, tweets, etc.
- Re-share this information as an ICYMI with campaign and official staff.

## GET THEM ON THE RECORD ON YOUR ISSUE

- Your goal in this environment is to get the candidate/officeholder to make a public statement about your issue.
- Or, at least to get them to make a private commitment that then is followed up by someone, so there are multiple sources to verify they are with you.

## SHOW YOUR SUPPORT FOR THEIR CAMPAIGN

- Attend fundraisers.
- Even more important ... mobilize volunteers for their campaign.

**REMEMBER:** Elections create a sense of urgency that is gone after Election Day. Don't miss the chance to use this intensity to show how your issue resonates with voters. This is how you make your problem the legislator's problem.

