



**HOW TO
USE ALL MEDIUMS FOR
SUCCESSFUL ADVOCACY**





PRO-TIP: The old advocacy model is broken. Sending form letters and postcards to legislators or spending countless dollars on TV ads to which no one pays attention is not effective advocacy.

WHY THE OLD MODEL IS BROKEN

- Today's information flow is very competitive, but many folks are using the same methods to communicate that they used 20 years ago.
- Flooding a legislative office with mass communications is not effective because it easily is ignored as something manufactured by special interests.
- Legislators want personal communication from real constituents. Fewer is better when it's real.

THE NEW MODEL

- Data-driven grassroots effort that targets real constituents who care about your issue.
- Cost-effective use of mail, mobile and digital advertising that delivers a creative and compelling message on your issue.
- Combined with social media to amplify your message.
- Activation of your supporters and the legislator's voters.

A GOOD USE FOR MAIL

- Targeted mail to a legislator's "influencers" elevates your advocacy campaign to a higher playing field.
- Mail is an effective tool in political campaigns. Legislators know this and will pay attention.
- Targeting "influencers" is a cost-effective approach that creates the sense of a district-wide campaign.

MOBILE ADVERTISING VS. TV

- Don't treat mobile advertising as just another component of "digital". It's different and, done properly, has its own special use.
- Mobile advertising is a better-targeted and more cost-effective alternative to TV or radio.
- You are reaching the specific audience you want where they are getting a majority of their news and information — on their mobile devices.
- Video via mobile is particularly effective.

DIGITAL ADVERTISING AND SOCIAL MEDIA

- Social media is the proper platform to engage activists.
- Use mobile, desktop and video ads to drive supporters to social media.
- Engage supporters with compelling content linked to an activation platform.

PUT IT ALL TOGETHER FOR A "SURROUND SOUND"

- The key to effective advocacy is repetition.
- You want legislators to see your message and hear from constituents in multiple places.
- Mail, mobile, digital and social media working together creates a buzz that can't be ignored.
- Your layered messages combined with constituent outreach lets you rise above the noise and be heard.

REMEMBER: Effective grassroots effort engages the true constituents and key influencers of a legislator. The power of data and targeting combined with creative and compelling messaging makes this possible.

