Federal Advocacy 101

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Federal Advocacy 101

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Agenda

• Introductions
• How to Have an Effective Advocacy Meeting
• NLC’s Advocacy Agenda
• Crafting an Effective Message
• Interactive Exercise
• Wrap-Up
2016
IN ADVOCACY

PHILADELPHIA
DNC
JULY 25-28

CLEVELAND
RNC
JULY 18-21

DAYS CONGRESS IS IN SESSION:

BEFORE CONVENTION
62 DAYS

CONVENTION - ELECTION DAY
17 DAYS

LAME DUCK
16 DAYS

FY2017 SPENDING DEADLINE
SEPTEMBER 30

ELECTION DAY
NOVEMBER 8

NATIONAL LEAGUE OF CITIES
NLC’s 2016 Federal Priorities

• Close the Online Sales Tax Loophole
• Protect Municipal Bonds
• Reform the Criminal Justice System
• Modernize the U.S. EPA Brownfields Program
• Also:
  – Waters of the U.S.
  – FAST Act
Close the Online Sales Tax Loophole

E-fairness legislation will:

• Level the playing field.
• Not introduce any new taxes.
• Provide local governments with needed resources.
Protect Municipal Bonds

- Municipal bonds are the primary way local and state governments finance infrastructure.
- Eliminating the tax exemption would increase the cost to taxpayers for public projects.
- The exemption is not a special interest loophole and should not be treated as such.
Reform the Criminal Justice System

- Pass the Sentencing Reform and Corrections Act of 2015 (S. 2123)
- Pass the Second Chance Reauthorization Act (S. 1513/H.R. 3406)
Modernize the U.S. EPA Brownfields Program

- Clarify and expand liability protections for public entities,
- Authorize funding for multipurpose grants, and
- Increase technical assistance.
NATIONAL LEAGUE of CITIES

CITIES LEAD 2016

citieslead2016.nlc.org

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Messaging and Communicating with Federal Leaders
Why it Matters – By the Numbers

• 200-1000% increase in mail/email volume to congressional offices over past decade
• 0% increase in congressional staffing levels
• 10,651 measures introduced by 113th Congress – only 296 signed into law
• $2.39 billion spent on federal lobbying in 2015
Your Influence is Key

![Bar chart showing influence of different advocacy strategies on political decisions.]

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?*

- **In-Person Issue Visits from Constituents**: 46% (51%)
- **Contact from a Constituent Who Represents Other Constituents**: 36% (60%)
- **Individualized Postal Letters**: 20% (70%)
- **Individualized Email Messages**: 19% (69%)
- **Phone Calls**: 14% (72%)
- **Comments During a Telephone Town Hall**: 17% (68%)
- **Visit From a Lobbyist**: 8% (74%)

Know What You Want

• SMART Goals:
  – Specific
  – Measurable
  – Attainable
  – Relevant
  – Timely

• Set your goal before you craft your message!

#NLCDC
## Know What to Say

<table>
<thead>
<tr>
<th>SPIT Technique</th>
<th>具体（Specific）</th>
<th>个人（Personal）</th>
<th>信息（Informative）</th>
<th>及时（Timely）</th>
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<tbody>
<tr>
<td>Specific</td>
<td>What exactly are you asking for?</td>
<td>What does this have to do with your community and your legislator?</td>
<td>What are the facts?</td>
<td>Why now?</td>
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<tr>
<td>Personal</td>
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<td>Informative</td>
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<td>Timely</td>
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Know Who to Talk To

<table>
<thead>
<tr>
<th>Member of Congress</th>
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<tbody>
<tr>
<td>Chief of Staff</td>
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<tr>
<td>Legislative Director</td>
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<tr>
<td>Legislative Assistant</td>
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<td>Legislative Correspondent</td>
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Elevator Pitch Steps

• The “Three W’s”
  – **WHO** are you? Introduce yourself – what are your credentials?
  – **WHAT** do you want? Make your ask – use your SPIT message and keep it simple!
  – **WHY** does it matter to your legislator?

• Exchange contact information and keep the door open

• **REMEMBER**: Always be courteous, no matter what happens
Breakout Exercise
What if...Short Meetings

- Hallways, stairwells, coffee shops, town halls and tiny offices
- Votes, committee hearings, schedule changes
- In a group, know who will speak
- Do you have a one-pager?
- Always follow up later
What if...Long Meetings

• In-district meetings, site tours, events
• Have your facts and examples prepared
• Background information can help
• Use your visual aids if you have them
• Don’t forget - did you take a photo?
Resources for You

• When in doubt – call your state municipal league or NLC