



**AIDS  
FOUNDATION  
CHICAGO**

# **ADVOCACY 101: GRWM ADVOCATE STYLE**

**By: Jordon Baker, Community Engagement and Education  
Manager**

# WHAT DOES ADVOCACY MEAN TO YOU?

*How do you define your advocacy style?*

# ADVOCACY DEFINED

**Advocacy is the **action** of sharing your knowledge and experience with decision makers in order to **influence** a desired change.**

# WHO ARE THE DECISION MAKERS?

# POTENTIAL DECISION MAKERS:



- **Elected officials**
- **Staffers**
- **Agency heads/appointed officials**
- **Community leaders**
- **Yourself!**

# WHO CAN BE A FASHIONABLE ADVOCATE ?

Hint: All styles approved.

# TO BE EFFECTIVE:

1

Pick the issue(s) that matter most to you—you don't have to be an expert on everything.

2

Be authentic and honest.

3

Craft a personal narrative that resonates with you and is relevant to your lead issue(s).

4

Be persistent.

# DO'S AND DON'TS

## Do:

- **Bring passion and conviction.**
- **Center ethical behavior.**
- **Invest in building relationships.**
- **Highlight your role as a constituent.**
- **Engage your friends and family in advocacy.**
- **Make your cause relevant to the decision maker(s).**
- **Ask for a specific action.**

## Don't:

- **Try to manipulate.**
- **Bribe.**
- **Rely too much on logic.**
- **Lie.**
- **Engage in aggression.**



# TYPES OF ADVOCACY STYLES:

- **Direct outreach to decision makers.**
  - Office calls
  - Letter writing
  - Meetings
- **Engagement through committee hearings.**
  - Addressing the committee
  - Submitting testimony slips
- **Supporting or participating through advocacy groups.**
- **Voting.**

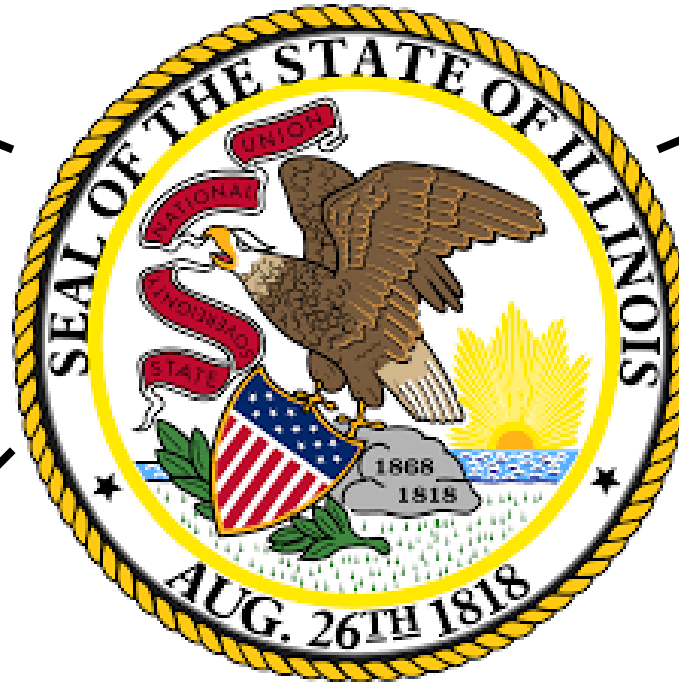
# THE ILLINOIS GOVERNMENT

Looking at the major components

# ILLINOIS BRANCHES OF GOVERNMENT

**Executive: The Office of the Governor**

**Judicial: The Illinois Supreme Court**

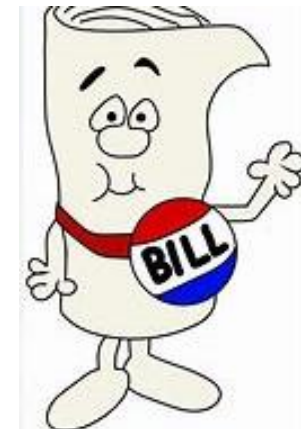


**Legislative: Illinois General Assembly**

- 104th General Assembly
- 59 seats in Senate Chamber
- 118 seats in House Chamber

# THE LEGISLATIVE PROCESS

How does a bill become a law?



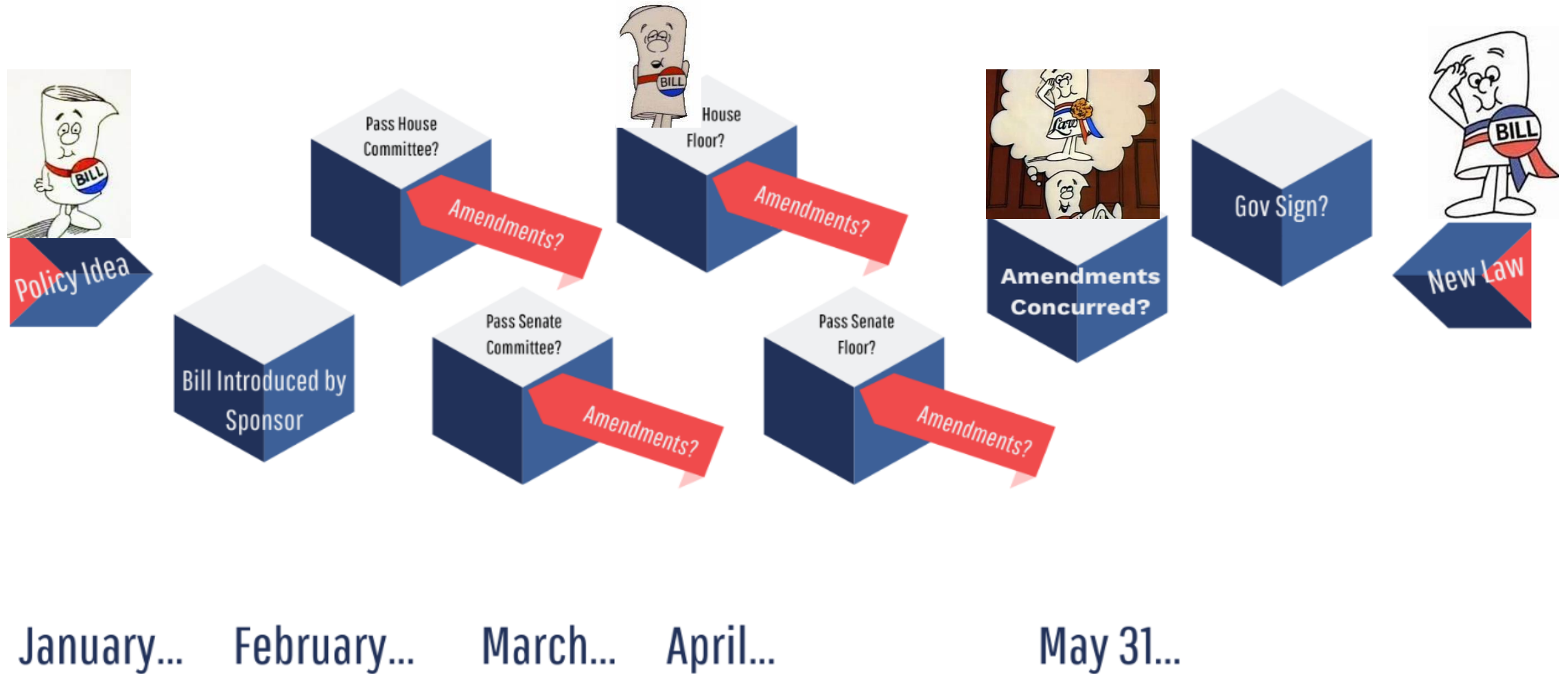
# HOW A BILL BECOMES LAW:

- **Public Acts need 30 / 60 / 1**
- **30 Senate Votes, 60 House Votes, 1 Governor Signature**



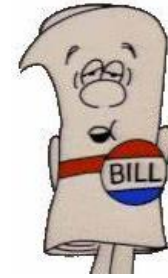
**(Restore Justice Illinois, 2020)**

# HOW A BILL BECOMES LAW:



**(Restore Justice Illinois, 2020)**

# ROLE OF COMMITTEES



- **Committee Assignments**
- **Committee Hearings: Subject Matter or Legislation**
- **Committee votes can help signal to other legislators the nature of the bill**
- **Providing oral or written testimony**
- **Witness Slips**
  - Prior to committee hearings the public can signal their support or opposition to a bill with witness slips.
  - Legislators can see the list of supports or opponents and alerts that community members are watching or endorsing the bill.
  - Sparks negotiation to a bill or helps add pressure.

# NAVIGATING ILLINOIS GENERAL ASSEMBLY ONLINE

- **Powerful state legislation resource ([www.ilga.gov](http://www.ilga.gov))**
  - Bill Search
  - Legislators Information
  - Committee Schedules and Members
  - Information by Chamber (House and Senate)
  - Audio/Video Feed
  - Capitol Telephone Directory
  - Legislator Lookup
  - Archives
- **As advocates, ILGA can help you follow your bill and get familiar with your legislators**





# THE GOVERNOR'S ROLE

- **Final approval on bills to be law or the power to veto**
- **Governor proposes a state budget**
- **Their office has an emphasized list of priorities ex. Early childhood**
- **GTZ was launched with the Governors endorsement in May 2019!**
  - Our statewide initiative to get us to zero new transmissions and zero people living with HIV not connected to care. For more info visit [gtzillinois.hiv](http://gtzillinois.hiv).



# NOW LET'S DEVELOP YOUR ADVOCACY STYLE

Let's Roleplay!

# THE ADVOCACY FORMULA:

- 1. Introduce yourself.**
- 2. State the issue—share your narrative.**
- 3. Suggest a solution.**
- 4. State your ask.**
- 5. Follow up.**

## UP NEXT...

- **Policy Priority Overview Webinar**

March 27, 2024

- **Storytelling 101 and Storytelling 201 Webinar**

April 04, 2024

- **AD24 logistics Webinar**

April 08, 2024

- **Advocacy Day 2024** 😊

April 10, 2024

# Q&A

**Jordon Baker, Community Engagement and Education Manager**