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 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

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

Judicial: The Illinois Supreme Court
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:

January... February... March... April... May 31...

(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)
  • 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.
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

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