ADVOCACY DAY 2024
FRONTLINES:
A SESSION FOR RETURNING CHANGEMAKERS

Aces Lira, Manager, Policy & Advocacy
TRAINING TAKEAWAYS

+ Refresher on the legislative process
+ Ways to generate and build advocacy
+ Supporting Advocacy Day 2024
WHAT HAVE BEEN YOUR EXPERIENCES WITH ADVOCACY?

Share the memories.
SUCCESSFUL ADVOCACY AND BUILDING UP

Every move counts.
HOW A BILL BECOMES LAW IN IL:

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

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

(Restore Justice Illinois, 2020)
ESCALATING ADVOCACY

Jan.....Feb.....Mar.....Apr.....May
EFFECTIVE MESSAGING

• Pick the issue(s) that matter most to you—you don’t have to be an expert on everything.
• Be authentic and honest.
• Craft a personal narrative that resonates with you and is relevant to your lead issue(s).
• Be persistent.
STRENGTHEN THE MESSAGE

• **Data and Accurate Information**
  • Providing a scale or reach to an ongoing problem can be convincing.
  • Consider your sources (ex. GTZ-IL Dashboard)

• **Testimony**
  • Stories remain with us and someone will always remember how they felt from a conversation.
LEGISLATOR RELATIONSHIPS

• Clear role of representing the best interests of your district.
• Consider the full person.
• Monitor opportunities to engage with them and speak on district concerns or issue areas.
• Subscribe and follow.
SEEKING SUPPORT

• Strength in numbers!
• District leaders and spaces; faith-based, youth groups, chamber of commerce, neighbors etc.
• [Intersectionality] We don’t live single issue lives, worth reaching out to other advocacy groups.
THE LEGISLATIVE PROCESS

How does a bill become a law?
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.GOV can help you follow your bill and get familiar with your legislators
POLITICAL CLIMATE OF ILLINOIS

- Current events and public debates influence what occurs in the State Capitol.
  - Public Safety Concerns
  - National Response to Migrant Crisis.
  - Governor’s Priorities
  - Workforce Shortage
  - Local News
  - November General Elections
ADVOCACY FOR LEGISLATION

• Direct outreach to decision makers
  • Office calls
  • Letter/Email writing
  • Meetings

• Engagement through committee hearings
  • Addressing the committee/testifying
  • Submitting witness slips

• Advocacy Day 2024! (April 10th)

• Voting
TYING IT ALL TOGETHER

Let’s Brainstorm!
ADVOCATING TOGETHER

Jan.....Feb.....Mar.....Apr.....May
UP NEXT...

• Overview of AFC’s 2024 Policy Priorities
  March 27, 2024 5:30pm

• Storytelling for Change
  April 3, 2024 5:30pm

• Advocacy Day 2024 Logistics
  April 8, 2024 5:30pm

Register for these upcoming AD2024 Webinars Here: https://www.aidschicago.org/advocacy-day/

Have you Pledged to Participate in this year’s Advocacy Day (April 10th) yet?? https://p2a.co/vsz0wgp

Advocacy Day!!! April 10, 2024 (Virtual All Day!)
Q&A

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