



**OVERCOMING ANGER BY BUILDING CONFIDENCE
ENTERING THE WORLD OF
FEDERAL DECISION-MAKERS**

**LINDA SCRUGGS, MHS AND VANESSA JOHNSON, JD
RIBBON CONSULTING GROUP**

MAY 5, 2014

Workshop Objectives



- **By participating in this workshop, you will be able to:**
 1. Get to know the 30 for 30 Campaign
 2. Share your expertise with decision-makers at the local, state, and federal levels
 3. Identify ways that you can get involved in public policy and advocacy efforts
 4. Distinguish between advocacy and lobbying
 5. Get excited – commit to one action

Mission

The 30 for 30 Campaign exists to ensure that the unique needs of women living with and affected by HIV are addressed through policy, research, education and activism toward the elimination of health disparities and gaps in the continuum of prevention and care.

Organizational Identity

- The 30 for 30 Campaign is directed by a broad range of organizational and individual members whose primary goal is to ensure that the unique needs of women living with and affected by HIV, including transgender and other marginalized groups of women, are addressed in the national HIV response.
- The constituency of the 30 for 30 Campaign includes member organizations, participants and clients of these member organizations, and ally organizations and networks.

Membership

- Holds an organizational mission and vision that is in line with 30 for 30 Campaign's mission and principles
- Has a commitment to authentic inclusion of women in decision making
- Is accountable to a constituency of women with organizational systems for gathering input from women in their constituency
- Conduct programming and advocacy that focuses on women
- Are willing to commit an agreed upon amount of time to "30 for 30" and participate in actions each year, as well as serving on at least one Workgroup

Workgroups

- Strategic Messaging and Communications:
- Policy and Programs

Accomplishments

- **Published briefing papers**

1. 30 for 30 Campaign Briefing Paper: Making HIV Care and Treatment Work for Women
2. 30 for 30 Briefing Paper: Making HIV Prevention Work for Women
3. 30 for 30 Briefing Paper: Ending HIV-Related Health Care Disparities for Women
4. Affordable Care Act (ACA) Priorities and Opportunities for Addressing the Critical Health Care Needs of Women Living with and at Risk for HIV

Accomplishments

- **Other activities**
 - Webinar on ACA Implementation and Advocacy Priorities for Women Living with HIV Webinar (11/7/11)
 - Congressional Briefing on Women and Girls
 - PACHA Public Comments and Letter
 - Mobilization Activities
 - Attendance at National Meetings and Conferences
 - Social Media

Outcomes

- **Policy**

- Presidential Advisory Council on HIV/AIDS (PACHA) Resolution on the Needs of Women Living with HIV Resolution (2012)

- **Funding**

- U.S. Department of Health and Human Services (HHS) Funding Initiative - Care and Prevention in the United States (CAPUS) Demonstration Project (2012)

Outcomes

- **Strategic Planning**

- July 2013 Ford Convening assisted 30 for 30 in determining major strategies and priorities, ie. Establishment of workgroups and development of a multi-sectorial collaboration with other national women's organization

Policy Priorities

30 for 30 prioritized five policy priorities:

- 1) Prevention
- 2) HIV treatment and trials
- 3) Sexual and reproductive health rights and justice
- 4) Domestic violence and intimate partner violence
- 5) National HIV/AIDS Strategy (NHAS)

Ryan White Part D

- Part D programs, which provide primary and subspecialty medical care and support services to women, infants, children and youth (WICY) living with HIV and AIDS.
- President's FY 2015 Budget proposes to consolidate Ryan White Part D into Ryan White Part C. This consolidation has the potential to radically transform services and restructure or destabilize existing comprehensive care models, created by Part D programs.



What can we do
to protect our
interest?

What is Advocacy?

- **Awareness**

- Your own, friends, family, colleagues, legislators.

- **Advancement**

- By getting involved, you can help advance a movement or effect a policy change.

- **Action**

- Make contacts, write letters, call or visit your elected officials, support an organization.

Action: Individual

- VOTE!
- Find out who your Legislators are.
- Call them in support/against a bill.
- Write a Letter to your Rep
- Write a Letter to the Editor
- Write an Op-Ed
- Lobby visits to the State Assembly
- Participate in “Lobby Day” or “Call to Action”
Phone call

Action: Organization

- Voter guides/candidate questionnaires
- Candidate forums
- Officeholder scorecards
- Voter registration
- Issue education

Commons Myths & Misperceptions

- If we receive government funding, we cannot lobby at all.
- If we receive foundation funding, we cannot lobby on public policy issues.
- We cannot lobby an incumbent candidate during an election season.

Basic Rule

- Section 501(c)(3) organizations may engage in educational activities related to the electoral process as long as they do not:
- participate or intervene in any political campaign
- in support of, or in opposition to, any candidate for public office

Two Forms of Lobbying

- **Direct Lobbying**

- when an organization attempts to influence specific legislation by stating its position to a legislator or other government employee who participates in the formulation of legislation, through its staff or members.

Two Forms of Lobbying

- **Grassroots lobbying** (indirect lobbying)
 - When an organization urges the general public, including its members, to contact their elected officials to take action on specific legislation.
- **Key elements of grassroots lobbying:**
 - Refer to specific legislation;
 - Reflect or state a point of view on the legislation's merits; and
 - Encourage the general public (or even your members) to contact legislators

How much can a 501(c)(3) spend on lobbying?

- **A generous amount:**

- 20 % of the first \$500,000 of annual expenditures;
- 15 % of the next \$500,000;
- 10 % of the next \$500,000;
- 5 percent for every additional \$500,000 up to \$1 million.

ABC nonprofit with expenditures of \$50,000.

- 20% of \$50,000 = \$10,000 = Overall lobbying limit

Grassroots Lobbying – Expenditures Limited

- Charitable nonprofits may spend 25% of their total allowable lobbying expenditures on grassroots lobbying.
- **ABC nonprofit with expenditures of \$50,000.**
 - 20% of \$50,000 = \$10,000 = Overall lobbying limit
 - 25% of \$10,000 = \$2,500 = Grassroots lobbying limit
 - Total lobbying activity \$2,500 on grassroots lobbying, and \$7,500 on direct lobbying or all \$10,000 on direct lobbying.

What is advocacy?

- Plead the cause on behalf of others / are persuasive
- Give information to legislators, elected officials, and decision-makers to support your viewpoints
- Identify problems that need to be addressed, contact legislators, and encourage them to guide the bill through the legislative process

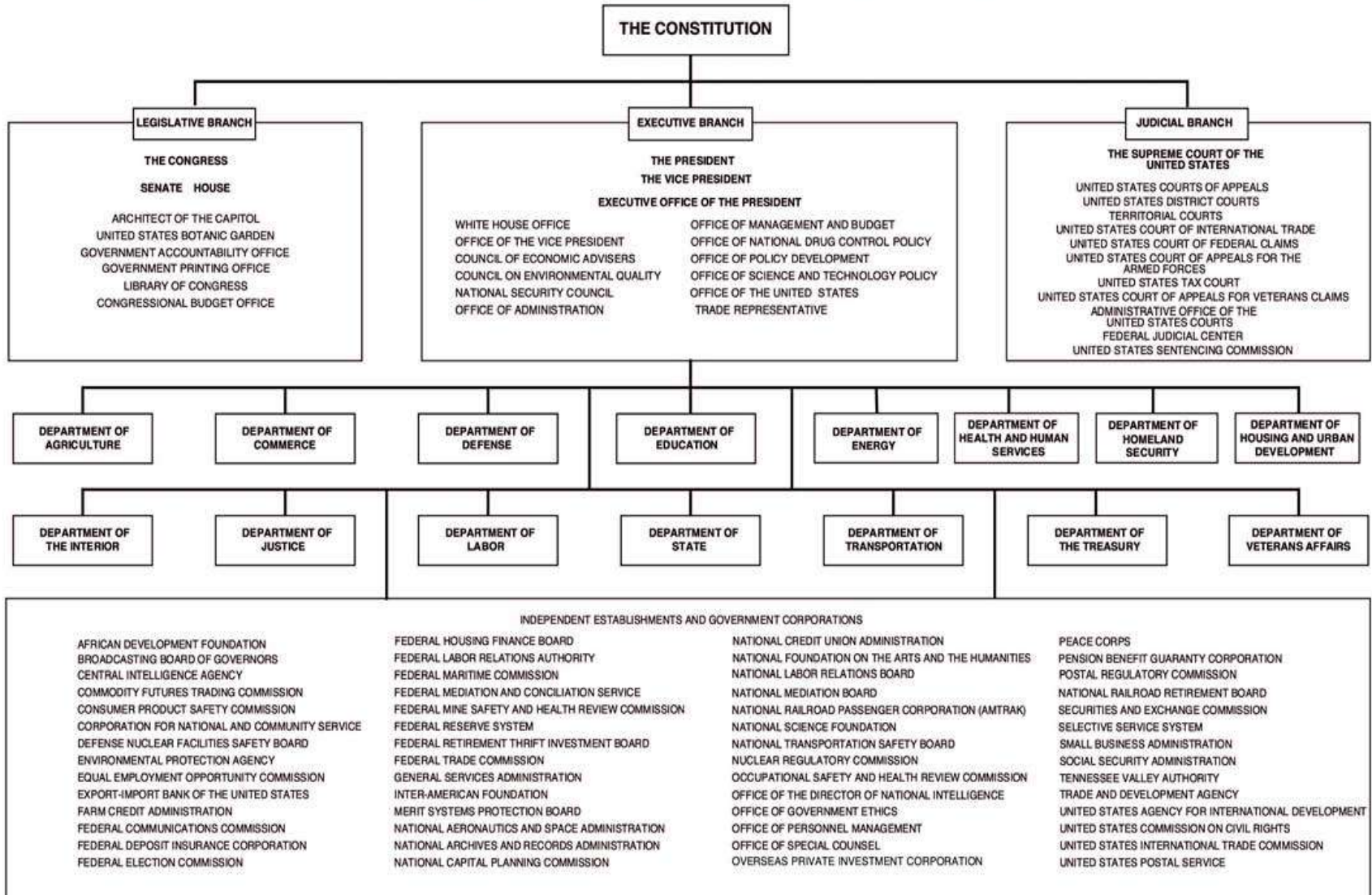
Why should you advocate?

- Much of what happens depends on political decisions (Pillow-Price, 2009).
- You are the expert. You are knowledgeable. Most representatives do not have the knowledge you have about the issue you care about.
- It's an opportunity to teach about the democratic process (Engle & Ochoa, 1988).
- “If you do not speak up and for the field itself, someone else will” (Pillow-Price, 2009, p. 18).

Let's start

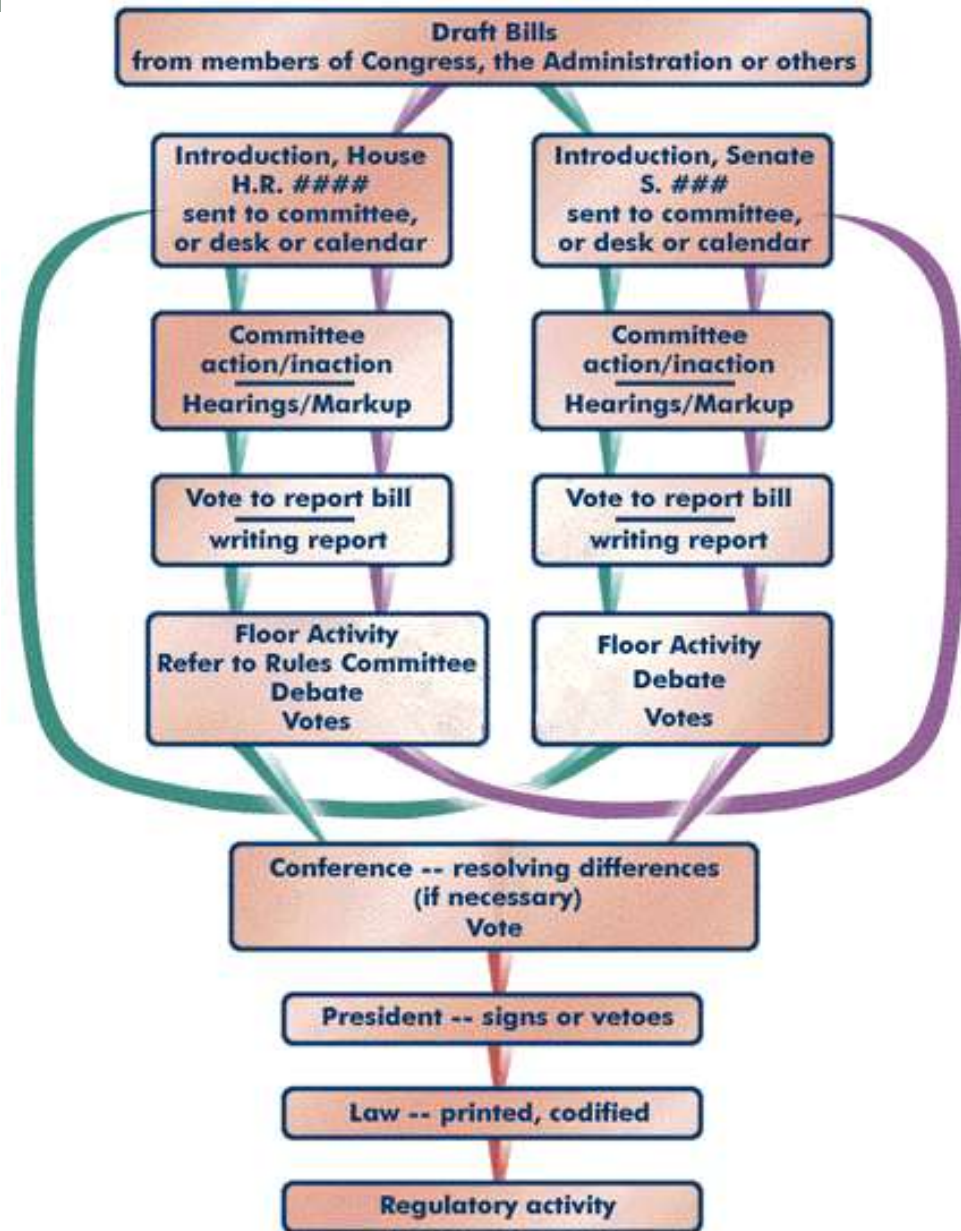
- Step 1: Know where to go
- Step 2: Know how decisions are made / bills become law
- Step 3: Get acquainted with your representative
- Step 4: Study the proposed issue
- Step 5: Decide your method for advocacy
- Step 6: Join a group

THE GOVERNMENT OF THE UNITED STATES



Step 2: Know how decisions are made bills become law

- A bill is simply an idea that someone or a group of people would like to see become a law (Pillow-Price, 2009).



Step 3: Get acquainted with your representative

Do your homework online by reviewing their website

- <http://www.house.gov>
- <http://www.senate.gov>

Do your homework in person by meeting your representative to introduce yourself and build relationships

- The most effective approach to advocate is through building relationships (Pillow-Price, 2009).
- “The key to successful advocacy with each audience is to develop a relationship based on honesty, trust, and a command of the issues” (WSSDA, 2011, p. 3).

Step 4: Study the proposed issue

- Study websites, educational magazines, and journals
 - What has been tried before?
 - What are both sides of the issue?
- Talk to others
 - Who is affected by the issue or the solution?
 - Where do your colleagues stand?
- Develop your “elevator pitch”
 - Connect it to the representative’s life
 - Connect it to your life (Make your presentation personal)

Step 5: Decide your method for advocacy

- Email, fax, or letter
- Telephone call
- Social media
- In-person meeting

Email, fax, or letter

- Send original communications instead of mass-produced ones (Caldwell, 2003).
- Communicate in a variety of ways (Pillow-Price, 2009).
 - Phone the representative to learn the preferred method of communication
- Include these parts in your one-page letter
 - Your name, address, and telephone number
 - The issue that concerns you (Why and how it affects you?)
 - Refer to the bill number
 - The action that you want the representative to take
- Other ideas to remember
 - Keep it short, focused, positive, polite, business-like
 - Avoid educational jargon
 - Proof your letter and write well
 - Don't go overboard with your passion and zeal



Telephone Calls

- Phone calls are an effective and fast way to communicate, especially when a critical vote is coming up (WSSDA, 2011, p. 23)
- Your previous nurtured relationship with your representative will pay dividends
- Include these parts in your phone conversation
 - Ask to speak to the representative
 - Probably will speak to receptionist or aide, who is tallying constituents' votes for and against an issue
 - Your name, address, and telephone number
 - The issue that concerns you (Why and how it affects you?)
 - Refer to the bill number
 - The action that you want the representative to take



Social Media

- Most representatives have an active social media presence
- Social media is an effective way to reach a large group of people
 - Average citizens are more likely to visit Facebook or Twitter than a specific website devoted to an issue (CSAE, 2011).
 - Information from friends and family is more trustworthy than what is presented on the news (Wilford, 2012).
 - You can create a new group or join an existing one
- Follow similar rules to email and phone contact
 - Focus on the issue
 - Include information for follow-up
 - Social media encourages two-way communication (Briones et al, 2011).
 - Let others know how they can learn more.
 - Present a measured view; social media is often viewed as reactionary and emotional (Sayre et al, 2010).



In-person Meeting

- **Visit with your representative**
 - **At the Capitol, home office**, town hall meetings, community functions
- **Schedule an appointment**
 - Most meetings last 15 to 20 minutes
 - **Before the meeting**
 - Dress professionally
 - Arrive on time
 - Greet the receptionist
 - Sign the guest book and include a short message about the issue
 - Ask to speak to the representative or the aide in charge of educational issues
 - Identify yourself as a constituent.
 - Let the staff person know that you are a voter in the legislator's district

In-person Meeting (Cont.)

- **During the meeting**

- Introduce yourself and exchange business cards
- State the issue that concerns you (Why and how it affects you?)
 - Refer to the bill number
 - Be prepared to educate the representative
 - Speak from personal experience when possible
 - Prepare a one-page letter to guide your discussion. Give the letter to the representative or aide when you leave.
- State the action that you want the representative to take. Ask for them to commit to support the bill.
- Thank the representative or aide

- **After the meeting**

- Follow up with a phone call, email, or letter thanking the representative for meeting with you
- Offer another personal visit for more information
- Address additional concerns or provide more information

Step 6: Join a group



- **Reasons to join a group**
 - Amplifies your voice
 - There's power in numbers.
 - Keeps you informed via their websites
 - You will receive additional information about upcoming issues.
 - Many people are monitoring the proposed issues.

Review

- Step 1: Know where to go
- Step 2: Know how decisions are made / bills become law
- Step 3: Get acquainted with your representative
- Step 4: Study the proposed issue
- Step 5: Decide your method for advocacy
- Step 6: Join a group

Question and Answer Time



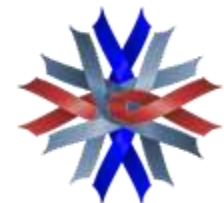
30 for 30 Staff

- **Linda H. Scruggs, MHS**
lscruggs@rcg3.com
- **Vanessa I. Johnson, JD**
vjohnson@rcg3.com

1424 K. Street, NW, Suite 200

Washington, DC 20005

www.ribbonconsulting_group.com



Contact Information