



Taking the Training Wheels Off:

The Dos, Don'ts, & How Tos of Talking to Legislators

AAUW TN State Convention

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Today's Presentation

Presented by:

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Taking the Training

Wheels Off

Yes, we have!



Here's Why

“This is amazing. To have an organization with the respect and distinction of the AAUW show its support of the Tennessee Economic Council on Women is extraordinary. Thank you! Yvonne”

Yvonne Wood, CEO

Wood Conference & Event Planning

Women's Economic Council Foundation

Southern Regional Education Board

Tennessee Woman Suffrage Monument

Tennessee Delegate, Vision 2020

Wilson County Children's Music Association

Institute for Women's Policy Research

Leadership Summit – Bottom Line

Activate our statewide network to advance policy initiatives quickly and effectively to become a legitimate voice in the public policy arena

IMPACT Grant - Goals

1. Launch the statewide initiative to pursue a Tennessee State law guaranteeing paycheck fairness engaging at least 5 branches in outreach to elected officials, local partners and media coverage; **2014-2015 activities will emphasize training of membership and communications on the issue, rather than introducing a bill**
2. Develop **a clear statewide approach to common core in an ongoing dialogue with local branches in order to educate local members** and provide opportunities to weigh-in on the discussion in the legislature
3. **Build a strong statewide collaborative that is known as a legitimate voice in state public policy debates**, specifically on paycheck fairness and common core, by **engaging at least two external organizational partners on each issue**

IMPACT Grant

INITIATIVES COMPLETED BY JUNE 2015 (List 3)

- ✓ Finalize a training module on paycheck fairness
- ❖ Mint a work plan on communications regarding the need for paycheck fairness legislation
- ✓ Crystallize a statewide position on Common Core, reflecting the state landscape
- ✓ Identify and engage two orgs to endorse position on Common Core
- ✓ Host a statewide lobby day involving allied organizations as well as at least 5 local branches
- ❖ Five branches secure local media coverage on the legislation through LTEs, articles or other media opportunities
- ✓ One branch holds a “dialogue with legislator(s)” event to raise awareness of paycheck fairness and Common Core
- ❖ Three branches hold tabling events on Equal Pay Day to educate students at a local university about the twinned issues of equal pay/paycheck fairness
- ✓ GOTV is incorporated in at least two events that the branches or state organization holds
- ✓ Three advocacy/lobbying workshops are held in at least three different local branches
- ❖ State organization convenes two twitter storms i) one on paycheck fairness; ii) one on Common Core

IMPACT Grant – Events (so far)

Voter Registration	Academic Standards	Pay Equity	Other Issues
3 Events: M’Boro & Martin	8 Events: Nashville, Knoxville, Maryville, Martin, Oak Ridge, Statewide	12 Events: Martin, Maryville	2 Events: Statewide
3 Tabling Events	1 Statewide Conference Call 3 Advocacy Trainings 1 Issue Forum 1 Action Alert 1 Branch Presentation 1 Day on the Hill	1 Issue Training 1 Start Smart 8 Presentations & Discussions 2 Tabling Events	1 Action Alert on the TN Economic Council 1 Twitter Training

April 2015 – Going out with a bang!

Equal Pay Day Activities Tuesday, April 14

AAUW – TN	Branch & Student
<ul style="list-style-type: none">• Twitter Storm• EPD Training Module• Communications Packet	<ul style="list-style-type: none">• Tabling• Panel(s)• Bake Sales• Letters to the Editor• Proclamation(s)

April 2015 – Going out with a bang!

Pressing Public Policy Issues

State	Federal
<ul style="list-style-type: none">• Tennessee Academic Standards• Tennessee Economic Council for Women• Insure Tennessee	<ul style="list-style-type: none">• Elementary & Secondary Education• Paycheck Fairness

Taking the Training Wheels Off!

- The difference between political and partisan
- How to meet with legislators
- Dos and don'ts of lobbying
- When you disagree with the legislator
- Available resources

Political versus Partisan

- Political:
 - Shared values
 - Working toward a common goal
 - End result is best for community
- Partisan:
 - Party or faction
 - Person

Dos and Don'ts of Political vs. Partisan

DO:

- Remain nonpartisan
- Work on issues guided by our values and mission
- Engage with elected officials from all major parties equally

DO NOT:

- Endorse partisan candidates
- Encourage voter registration for a particular party
- Share AAUW membership lists with others

Advocacy and Tax Status

- AAUW is a nonprofit 501 (c)(3) organization
- AAUW Action Fund is a social welfare 501 (c)(4) organization
 - This is our civic engagement arm
 - AAUW Action Fund runs *It's My Vote: I Will Be Heard*
- AAUW-TN is registered as a 501 (c)(4)
 - What does this mean for advocacy actions?
 - What's the difference between being a 501 (c)(3) or a 501 (c)(4)?
 - What is allowed, and what isn't?

Allowed 501 (c)(3) Activities

- Voter registration
- Voter education:
 - Focus messaging on the impact of the election
 - Encourage voters to support candidates that agree with AAUW priority issues
 - Ballot initiatives
- Coalition building
- Public meetings:
 - Issue forums
 - Debates
 - “Meet the candidate” events

Allowed 501 (c)(4) Activities

- Everything from the 501(c)(3) activities slide
- Voting records
- Voter guides
- Candidate questionnaires

Lobbying Dos

- Know the legislator's pertinent info
- Know his/her record on AAUW issues
- Start on a positive note
- Present your views firmly and confidently
- Demonstrate support
- Remain friendly
- Have fun!

Lobbying Don'ts

- Feel like you have to be an expert
- Assume anything
- All talk at once
- Surprise or embarrass a legislator
- Be overly mushy or sappy
- Be distracted or feel intimidated
- Dominate the conversation
- Be rude, negative, or overwhelming
- Make up answers

But My Legislator and I Disagree!

We'll work with any policy makers who share our goals – even if they differ with us on another facet

- Agree to disagree
- Do not insult the opposition
- Ask well-thought out questions
- Provide supporting materials
- Show appreciation

Requesting a meeting with your legislator

- Make your request in writing
- Identify the issue and legislation to discuss
- Be timely with your appointment requests
- Be persistent

Preparing for the visit

- Decide who will attend the meeting
- Gather information
- Agree on talking points
- Determine your goals of the meeting
- Create a meeting agenda
- Prepare “leave behind” materials
- Determine if media is appropriate

During the visit

- Take pictures
- Make introductions, identify constituents and AAUW members
- Stick to your talking points
- Directly state your ask
- Say “thank you”
- Stay cordial
- Ask clarifying questions if needed
- If you don’t know the answer, say, “I don’t know”

After the visit

- Compare notes with your group
- Send a thank you letter
- Follow up with materials
- Share the results of your meeting

Just Dropping By

- Still research position
- Identify yourself
- Ask to speak with the proper person
- Bring “leave behind” materials
- Share the results

Key Take Aways

- Be persistent
- Prepare talking points
- Follow up
- Share the results

Meeting with the Opposition

- Work in coalition
- Publicize trying to schedule the meeting
- Keep track of requests
- Look for other opportunities
- Find common ground

Resources

- Political versus Partisan:

www.aauw.org/resource/political-vs-partisan-guide/

- How to hold a meeting with your elected official:

www.aauw.org/resource/how-to-hold-a-meeting-with-your-elected-officials/#dropby

- Getting Out the Midterm Vote:

www.aauwaction.org/wp-content/uploads/2014/07/GOTV-2014-One-Pager.pdf

Resources Continued

- Woman-to-Woman Voter Guide:

www.aauw.org/files/2013/01/em-Woman-To-Woman-Voter-Turnout-em-Manual.pdf

- Upcoming Policy Events form:

<https://bit.ly/UpcomingPolicyEvents>

- Policy events Report Back Form:

<https://bit.ly/AAUWEventForm>

Questions?

AAUW



empowering women since 1881