

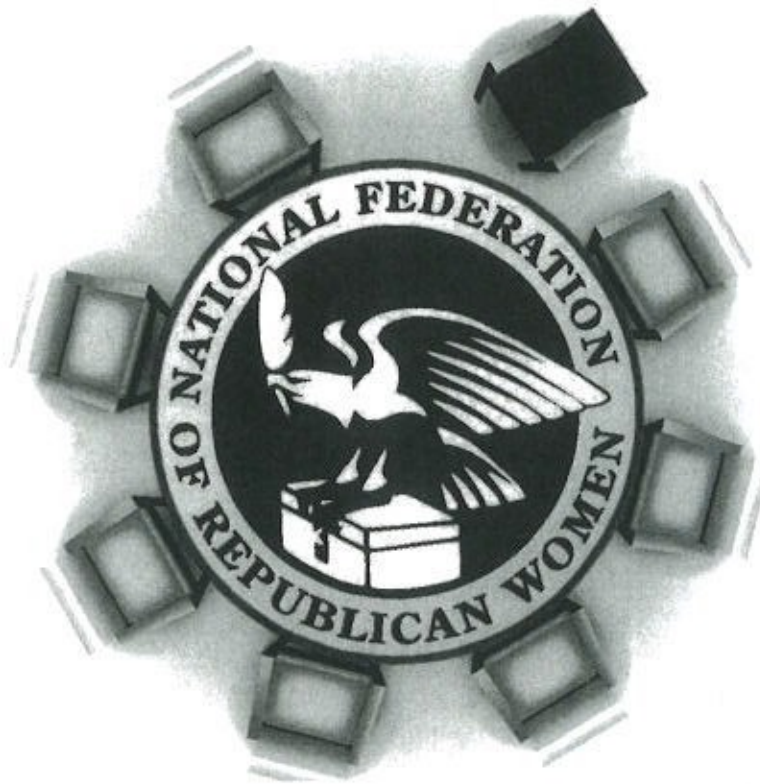
# Legislative Advocacy



**LEGISLATIVE MANUAL**

**for the National Federation of Republican Women**





***Ensuring Republican victories on Election Day  
is only the beginning. The next step is to build on  
those victories and work with elected officials  
to keep them accountable for Republican  
principles and good government.***

# Legislative Manual

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## Introduction

# The NFRW Legislative Program

**T**

he National Federation of Republican Women's Legislative Program will help our members be proactive. The NFRW Legislative Program will train members to propose legislation and influence the legislative process at the local, state, and national levels on issues that are of special interest to the individual, club, or Federation. The Legislative Program will keep NFRW a proactive political force and NFRW will enhance its respected position with legislators and other Republicans throughout the country.



**NFRW has a national network**

Advocacy is about accomplishing change, as well as getting the message out through an organized and controlled format in order to achieve desired outcomes. The NFRW uses its grassroots membership, consisting of approximately 60,000 members in 1,350

clubs, to promote essential views and impact change. Through legislative advocacy, the NFRW and its members are committed to making a profound difference in the future of our country.

The effectiveness of NFRW's Legislative Program depends largely upon building strong working relationships with the elected officials who represent our interests. Maintaining open communication with those officials is crucial. Targeted, professional-level advocacy builds a united Republican Party, a more effective government, and a stronger nation now and for the future.

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## Introduction — cont.

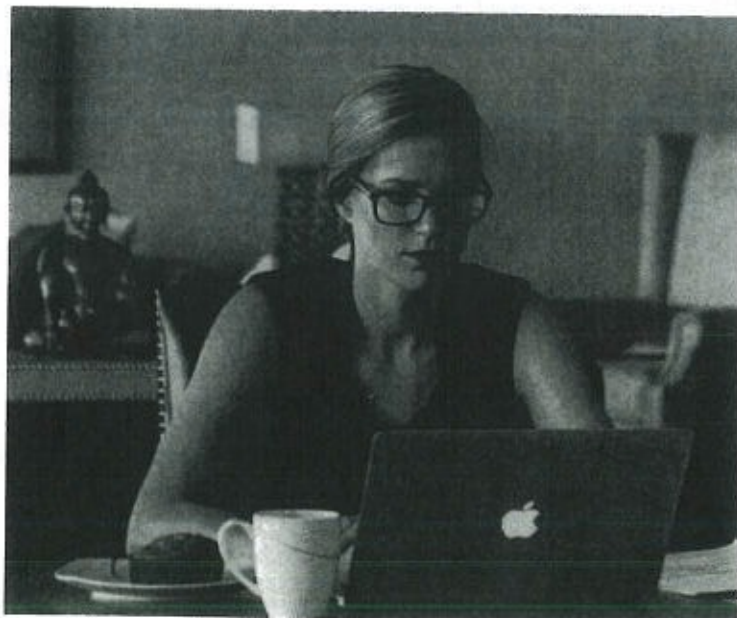
The campaign skills and dedication of Federation members in electing Republicans to public office are well-known. Working day and night on phone banks, going door-to-door, and volunteering in campaign headquarters are staples of NFRW's commitment to building Republican majorities in legislatures and administrations at the local, state, and national levels.

As you know, the efforts do not end there. Ensuring Republican victories on Election Day is only the beginning. The next step is to build on those victories and work with elected officials to keep them accountable for promoting Republican principles and initiatives in government.

NFRW's Legislative Program exists precisely for that purpose. It is an educational and action-oriented program designed to make Republican women a powerful grassroots lobbying force. It promotes Republican and Federation principles with one voice and with the full strength of its national membership.

The primary goals of the program are to influence policy and establish a presence in the political arena. Fundamental to influencing policy is the reputation of commitment and hard work which the Federation has built for 80 years. Federation members are the catalyst for an effective grassroots lobbying program. Such a program is necessary to truly make a difference in the life of every American.

**The Federation's efforts will be telegraphed in the communications that come from NFRW. All members should be signed up to receive NFRW's e-mails. Anytime there is a federal legislative issue that requires immediate action, NFRW will send notice to members urging them to call their congressmen and senators.**



[Pixabay. Public Domain]

# Goals of NFRW's Legislative Program

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- ◆ To influence legislation to effect good government;
- ◆ To educate members about specific legislation;
- ◆ To gain a presence in the legislative process;
- ◆ To identify key issues and work to pass legislation dealing with them;
  
- ◆ To give elected officials a better understanding of NFRW;
- ◆ To ensure elected officials see NFRW members for policy input—not just as campaign workers. This will increase NFRW's clout with elected officials, giving them a desire to work with NFRW members;
- ◆ To get to know legislators and their staff for current and future legislative needs;
- ◆ To gain recognition as a proactive political force;
- ◆ To support elected Republican women by working with them and helping them with their agenda, when possible; and,
- ◆ To mobilize members in a timely fashion when their input is needed in the legislative process.

# The Legislative Process



**U**nderstanding the legislative process is the first step in trying to influence policy. The major stages of the lawmaking process are presented below in a general format which does not begin to touch on all of the specific rules and intricacies of the complete process. This description may *not* apply to all state legislatures.

## The Bill Nomenclature

Bills are used as the form for most legislation, whether general or special, public or private. On the federal level, a bill originating in the House of

Representatives is designated by the letters H.R. 1234 (House of Representatives bill). Bills originating in the Senate are designated by the letters S. 1234 (Senate bill). Joint resolutions are used for constitutional amendments and certain other measures, designated as H.J.Res. 123 (House Joint Resolution) or S.J.Res. 123 (Senate Joint Resolution).

## Introduction of a Bill

In Congress, any member of the House or Senate may introduce a bill when the body is in session. The lawmaking process for a bill begins with its introduction by a member (sponsor) or group of members (sponsor and co-sponsors) of the House of Representatives or the Senate. When introduced, the bill will be assigned a number with the appropriate House or Senate prefix. Each bill introduced and properly numbered by the clerk in each body is copied and circulated to members of the originating body. An indication of the amount of support a bill has is the number of sponsors and co-sponsors and whether the lead sponsors are in leadership positions. The majority of bills are referred to the committee(s) having primary jurisdiction over their subject matter.

There is a similar process in the state legislatures, although the naming systems may differ. Most state legislatures have bill filing deadlines, but members can usually get around them by inserting language in other bills as amendments during the legislative process.

*(Continued on next page)*



## The Legislative Process—cont.

### Committee Action

In Congress and in most state legislatures, most of the work on legislation is done in committees or subcommittees. The President of the Senate or the Speaker of the House appoints the committee chairs, assigns members of their respective body to the various committees, and determines which bills are to be sent to each committee. Acting through the chair, the committee decides whether a bill should be processed through the full committee or referred to a subcommittee for initial consideration. Hearings on a bill by the committee or subcommittee may be public, executive session (closed), or both. It is here that a detailed study of the proposed legislation is made and where individuals and organizations are given the opportunity to present their views by testifying in public hearings, making advocacy calls, or visiting members of the committees and subcommittees.



A U.S. House Committee in action.

[Public Domain]

**THE COMMITTEE AND SUBCOMMITTEE DELIBERATIONS ARE THE MOST IMPORTANT STAGE OF THE LEGISLATIVE PROCESS. IT IS AT THIS STAGE WHERE AN INDIVIDUAL OR GROUP CAN HAVE THE GREATEST INFLUENCE IN THE PROCESS.**

It is also important to note that most bills die at the committee or sub-committee stage—meaning that the committee or subcommittee took no action or voted not to report the bill out of committee to the parent body. Committees do not have to act on bills; and, because

bills can be filed without leadership's blessing, many never get a hearing.

A subcommittee, after considering a bill, reports to the full committee recommendations for action and any proposed amendments (markups). The full committee then considers the bill and any amendments. A new edition of the bill results and is published anytime changes are made in committee. The committee then votes on its recommendation to the House or Senate. Once a bill is reported by the full committee, the committee chairs work with the leadership of the parent body to schedule the bill for floor action.

### Floor Action

The majority leadership decides how and when the bill will be considered on the floor. In general, the bill is allowed to remain on the calendar for several days to enable members to become acquainted with it.

In both bodies, when bills do come to the floor, bills of relatively minor importance may be disposed of by "unanimous consent." On the more important measures, members of both parties have equal time to debate the legislation before voting on the bill. The rules that are adopted at the beginning of a legislative term will determine how amendments can be made, as well as the length and conditions of debate.



Voting on the floor of the U.S. Senate

[a C-Span frame]

(Continued on next page)

## Legislative Process — cont.

When debate is concluded and the bill has gone through all readings, a vote is called. (Bills usually have to be voted on -- "read"-- more than once in each body.) With the passage of a bill by either body, it is sent to the other body (crossover) with the request that they concur. Legislation must pass both the House and Senate in identical form.

Sometimes bills passed in one house die because they never pass in the other house. When a bill has passed both houses in identical form, it is sent to the governor (or president) for signature or veto.

## Conference Committee

Where differences between the House and Senate versions of a bill exist, a Conference Committee is formed, comprised of members appointed from both the House and the Senate, to negotiate the differences and develop a compromise bill (conference report).

In most cases, the results coming from a conference committee contain provisions that were in either the House or the Senate version. Occasionally, brand new provisions emerge in a Conference Committee report. When the Conference Committee has resolved the differences between the versions of a bill, a written report or compromise bill is issued and signed by those in agreement. The bill must have the signature of the majority of the conferees of each body.

The report of the Conference Committee **cannot** be amended and must be approved by both the House and the Senate, then forwarded to the governor or president. Sometimes Conference Committees never reach agreement—a bill can die in this stage. Another possibility is that one house passes the conference report and the other one does not.

## Passage Into Law or Veto

The governor or president may sign the bill into law, or in some states the governor may veto the bill, or allow the bill to die by pocket veto. Most governors also have some form of line-item veto authority which can be used to amend legislation. On the federal level, the president

also has veto authority. The legislature can override a veto with (in most cases) a two-thirds or three-fifths vote of both houses. When bills are passed and signed, they become public law.

## Other Key Points:



Gov. Rick Snyder signs landmark legislation to allow operation of autonomous vehicles on Michigan roadways

[State of Michigan. 2017]

- If an introduced bill does not become law during the term of the legislature (in most states and in Congress, the legislature meets in two-year terms), it cannot be picked up by the next elected legislature, even if one of the two houses has passed it. It must be re-filed in the new term, beginning the whole process all over again.
- Many bills never see the light of day. The ones that do are enacted because legislative leadership backs them.
- Especially during the end of sessions, bills may have their wording stripped and replaced by totally unrelated wording, or bills may be combined into "omnibus" bills.
- Sometimes, major policy can be included in budget bills, therefore, it is crucial to watch the policy language being put into budget bills. It is also possible to get legislation that is being sidelined by one of the two houses into the budget bill where it is more likely to pass.
- In most cases, the complicated process for getting a bill passed improves the final version of the bill.

# How the Federation Can Influence Public Policy

**Y**our legislative efforts can start as support for a bill that has already been filed, or you may be starting from scratch when you believe a new law is needed, or when a current law needs to be repealed. The methods of influencing public policy are listed below:

- Your club can have a legislator file a bill based on an issue about which you are concerned. Work with the legislator in your district or in your sphere of influence to get the bill worded so that it is an answer to the need you have identified.

- A good way to get legislation introduced and then passed is to start and/or participate in a petition drive. Draft a petition that calls for action or support for particular legislation and distribute it to your members. Have them take it anywhere they go to get signatures. Also, have copies of the petition at any Republican events, fairs, festivals, etc., where people are gathered who are likely to be in favor of the petition. Get as many signatures as possible. (It is good to have a goal, both in number of signers and the deadline for when you want all the petitions returned to a central location.) Once you have all the petitions collected, schedule an appointment to deliver them to the legislative leadership. Use your public relations committee to get media attention for the delivery of the petitions—including the use of social media—to make the public aware that the petitions have been delivered.

- Once you fully understand the legislation you are backing, you can influence your legislators by:
  - Making phone calls to their office;
  - Sending handwritten or typed letters to their office by mail or fax;



Get signatures on the petition at events where people are likely to be in favor of the petition

- E-mailing their office;
- Visiting the legislator at the state capitol, or in his/her home district, or at an event;
- Calling his/her cell phone or text messaging the legislator if you know the legislator well. You can also use instant messenger apps;
- Using social media—Facebook, Twitter, Instagram, etc.—to inform your friends and encourage lobbying efforts;
- Going to your local newspaper and getting interviewed for a story about the bill/issue you are backing and having members write letters to the editor;
- Participating in public comment in committee meetings, depending on the topic of the legislation, logistics, and your expertise on the issue, or lining up someone to be at the committee meeting who is an expert and can speak on the bill. Once a bill reaches the floor, no public comment is allowed; and,
- Being pro-active. Stay tuned in to issues that are moving through the legislature. Do not get upset when bad legislation passes if you did nothing to get involved before it became law.

# The Mechanics of Effective Lobbying

**T**he key lobbying methods are phone calls, written letters, faxes, e-mails, in-person visits, mobilization of like-minded individuals to increase the effectiveness of the message and, on occasion, presenting or testifying before a legislative committee. Use the Internet to find contact information (or call the public library). This manual will not include this information as it is ever-changing. Next, we will cover the keys to being successful in these areas:

## Telephone and Personal Calls



**If you want a bill to be heard in committee, call the committee chair!**

Calling legislators at their office can be an effective tool in getting legislation passed. However, before picking up the phone to call, prepare for the call. Know the bill number and a basic sentence as to what it covers. Know the status of the bill at the time you are calling. Ask for the appropriate action depending on the immediate status of the bill. Do not depend on mass e-mails from special interest groups giving you accurate information. The e-mail you see may have been sent several days ago and it is just now being forwarded to you. Also, if the group sending the e-mail is also using advocacy as a fundraising tool, beware, as their information is even more suspect. Do your own homework on a bill.

Knowing whom to call is important. If you want a bill to be heard in committee, call the committee chair(s). This means finding out which committee the bill has been placed and looking up the chair(s) of that committee—before calling.

In most cases, a staffer is going to answer the call. No matter how long your call is, that staffer is only going to listen for and hear certain things; therefore, keeping your call concise is going to be more effective. Staffers have a lot of influence on their legislators. If you truly want your message to be passed along, follow these guidelines:

When you place your call—

- State your name and where you live. Keep in mind that if you actually live in the legislator's district, your opinion matters more than if you live elsewhere. (It's okay to contact legislators outside your district, but be prepared to give your name and where you are from if you are asked.)

*(Continued on next page)*

## Mechanics — cont.

- State the bill number and what it covers.
- Ask the member for a specific action (please co-sponsor, please hear the bill in committee, please support the bill in committee, please vote for the bill on the floor, etc.).
- If you ask for the legislator's position on a bill, be satisfied if the person answering does not say. Legislative assistants are not authorized to state their member's position on bills unless the member has publicly stated his/her position, or has given the assistant approval to state his/her position. Do not debate the person answering the phone.
- Call Democrat members who are also on the committee that will hear the bill. Their votes are needed too.
- Remember that not all Republicans will agree with your position; not all Republicans agree on everything. It is not our role to attack them for seeing things differently.
- Thank the staffer and ask that your opinion be recorded and passed on to the member.
- **Be polite and show respect. Do not be rude, raise your voice, be too emotional, or use foul language.**
- If you are leaving a voice mail, be just as civil as you would be if you were talking to a real person. Using curse words, yelling at, or demeaning the member is unacceptable and ineffective. You will absolutely take your cause backwards if you are rude, angry, or loud. The same will happen if you come across as ignorant on your topic.

**It is important to know the status of a bill, because if you call a House member and the bill has already passed the House, you are wasting your time and the staffer's time. Republican women are too smart to do this. Let Democrats make these mistakes!**

## Report by Committee

- The committee votes on the bill after it is debated and/or amended.
- The bill is then sent to the House floor for consideration.
- The Thomas Web site by the Library of Congress receives updates for the status of the bill while in Committee and posts the latest major action.

## Organizing Phone Calls by Members

Now that you know the best way to make a personal phone call to advocate for legislative action, take it to the next step. To be effective, multiple calls need to go in to legislators about the bill you are supporting. State Federation legislative chairs, after developing a strategy, should send instructions to the club legislative chairs, who can then forward to their members. The State Federation message should include:

- The Bill number, the bill sponsor, and a brief description of the bill;
- Why the Federation supports the bill (or opposes the bill, if the goal is to stop bad legislation);
- Where the bill is in the legislative process and what needs to happen; and,
- Instructions for members to call their legislators to support/oppose the legislation. See the instructions about the caller identifying themselves, being knowledgeable, etc. Modify the instructions if the goal is to get the bill heard in committee, or if the bill was just filed and needs co-sponsors.

The key to organized calling is to put a deadline on the instructions; calls made too late are not helpful! Also, ask members to forward the e-mailed instructions, if the deadline hasn't been passed. When the deadline passes, another e-mail should be sent to members thanking them for their action and asking them to stay tuned for further instructions as the bill progresses.

*(Continued next page)*



Make a case for why  
you want the bill passed.

## Writing

Written advocacy includes e-mails, faxed letters, and original letters through regular post. The guidelines for effective written advocacy are the same, regardless of the actual form. Many of the points made in the section on phone calls are the same. The written communication should, of course, include the bill number, a description, and what action you are advocating. In a written communication, you can add some detail. Make a case for why you want the bill passed. Use an example or personal story. Make your reasons plain and sensible and use your own words. At the same time, keep the letter to one page, if possible. If your letter is too long, whatever you say after the first page will not be communicated. Members and staffers who go through a lot of mail and e-mails do so quickly, and they just simply won't take the time to read long letters. Finally, use a visual tool to make your points stand out—put your key points in bold, underline them, or use a larger font.

What you **do not** want to do is to take a letter from someone else, whether the Federation or another advocacy group, and copy and paste it word-for-word. **Use your own original wording, even if you make the identical points in the sample letter.** The staffers who receive volumes of mail will quickly realize there is an organized campaign when they see e-mail after e-mail worded identically. Even worse is sending a sample letter used where the details are not changed to fit the circumstances. Don't advocate for a gun bill in Louisiana when you live in Tennessee! This may sound crazy, but legislators get e-mails and letters like this and they are deleted immediately or thrown in the trash! **Republican women are too smart to do this!**

## Face-to-Face

Like the other methods of lobbying, there is a proper way to conduct in-person visits to the legislature. Proper planning and preparation will make the difference in being successful or unsuccessful. Here are the keys to successful lobbying visits:

- When possible, always make appointments in advance;
- Be aware of how much time the member is allotting for the meeting. Unless the member wants the meeting to run longer, be prepared to end the meeting on schedule. Respect the member's time;



Be aware of how much time the  
member has for the meeting.

- If you are going in a group, keep the numbers low. If there are more than three people in total, the member will not have room for you and it will look like you're running in gangs! If you do have a larger group, inquire about setting up the meeting in an appropriately-sized room;
- The day before your appointment, confirm your appointment again. Legislative calendars change quickly and often; you may need to reschedule. Even on the day of the appointment, you might have to wait longer than anticipated as the legislator finishes another appointment or committee meeting;

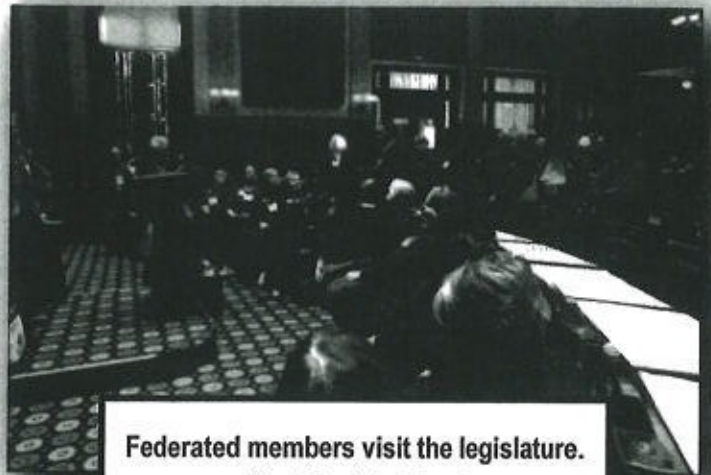
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## Mechanics — cont.

- Always arrive on time, or even early if possible. If something happens beyond your control, have the member's phone number with you to call and explain your situation—with notice, being late may be all right, but you also need to be prepared for the meeting to be rescheduled or to be cancelled.
- Make every effort to treat staffers with respect and get to know them. Sometimes, the staffer can be just as helpful, or more so, than the member, especially if you have a good relationship with them.
- Dress professionally. ***Republican women know what this means!***
- Use all the tips already given to plan what you are going to say. The first forty-five seconds will determine if the member is tuning in to what you say! Say why you are supporting (or opposing) the bill as plainly as possible. Anticipate what questions you might get and be prepared to answer them. Even if the member veers off the subject of your visit, do your best to keep your conversation on the reason for your visit.
- Be aware of what objections there may be to the bill and be prepared to refute them, especially if you are meeting with the legislator in person, or having a personal conversation with them. Have an alternative to the bill or section of the bill that is objectionable. Your knowledge will make them take notice and listen to what you have to say because you will stand out as a reasonable person.



**Arrive on time.**  
[Photo by John Delves]



**Federated members visit the legislature.**  
[Photo by John Delves]

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**Kansas Federation members with Senator Denning**

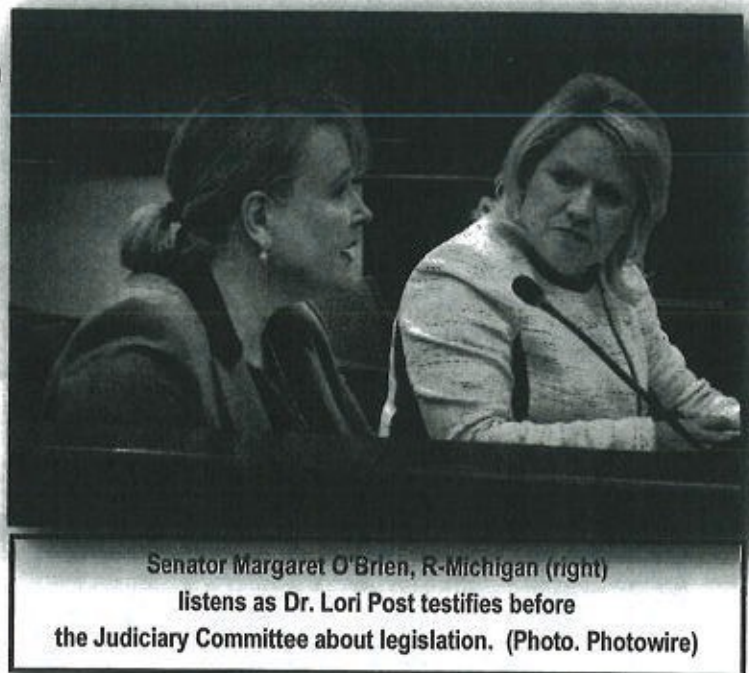
## Mechanics — cont.

- Prepare a handout packet that outlines the key points you want your member to know about the bill and leave it with him as you leave. This document can also be used to leave with a staffer when an appointment with a legislator is cancelled due to changes in the legislative schedule. The packet should contain:
  - A copy of the bill—even if you are calling on the sponsor;
  - A list of legislators who support and who oppose the bill;
  - A list of other supporting organizations;
  - Briefing papers, if any, on the issue;
  - Position papers expressing your position (include graphs, charts, photographs);
  - Your business card; and,
  - If this packet looks overwhelming, re-evaluate what needs to be included. Remember, too much information is the same as no information.
- As you leave (on time unless the member is the one who wants to extend the meeting), thank the member for his time and consideration and ask again for his/her support.
- **Follow up with a thank you note showing appreciation for the meeting and reiterating your request.**

## Testifying at Committee Meetings

When you learn of your legislation being heard in committee and you determine that you want to attend the committee meeting and potentially speak on the bill, again there are key steps to take to be successful:

- Find out what time the committee is meeting and the location of the meeting. Be early. The more interest a bill has, the more likely it will be that you will not get a seat in the room. Find out if you are allowed to distribute information to the committee members; and, if so, prepare handouts and have them distributed to the members according to the protocol of the committee.
- As pointed out for in-person meetings, always dress appropriately.
- There will likely be a requirement to sign up with the Committee chair or the Sergeant-at-Arms if you want to speak on a bill as a member of the public. If so, make sure you have put your name on the sign-up sheet. Determine how much time is allotted for each speaker.



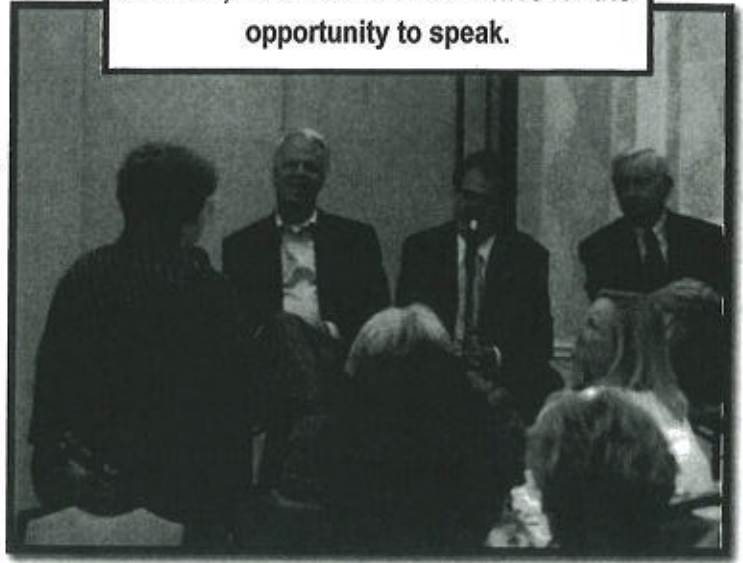
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## Mechanics — cont.

- When the chair asks for public input, be prepared to approach the microphone or whatever spot in the room the chair sets up for public comments. Make sure to state your name clearly, what group you are with (if applicable), and thank the committee for the opportunity to speak. Make your argument as succinctly and strongly as possible. Use "Mr. Chair" or "Madame Chair" to address the chairman. Use a personal story if appropriate. **Always be civil.** Use a normal speaking voice and do not lecture. Do not become angry or argumentative. Use common sense and good judgment. Address your remarks to the chair and stay within the time limit.
- If there is something wrong with the bill, be prepared to offer an alternative that would make the bill stronger.
- Be prepared to take questions if any committee member has a question for you, but remember to direct your response to the committee chair. The chair may ask you to restate your name.
- **Be aware that you may be able to speak with committee members directly either before or after the committee meeting. If this happens, you want to be prepared in the same way you would be for a scheduled appointment, except you need to be ready to quickly make your point and have materials ready to give the member.** This is a good plan to have even if you do not want to make public comment, especially before the meeting begins. It also works well if time has given out before you could make

State your name clearly, what group you are with, and thank the committee for the opportunity to speak.



your presentation. Make sure you know which member is the most important one to talk to, as you may only have one chance. If there are several people with you, split up and assign members to each one and make sure each of you is prepared.

- The next day, write a thank you note to the chairman and any members with whom you personally met.
- If you cannot go to the committee meeting but want to know what happens to your bill and what the discussion is, most states' legislative websites have live audio of some or all committee rooms. There is also live-streaming audio and/or video for the floor sessions.

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Address your remarks to the chair.  
Stay within the time limit.



If something is wrong with the bill, be prepared to offer an alternative that would make the bill stronger.

## **Other ways to get support for legislation**

- Work with the heads of agencies that would be involved with implementing the legislation. If the agency is in favor of your ideas, their liaisons can help you lobby members. The agency staff can also help with writing the bill, forming amendments, and testifying in committee.
- Work with like-minded lobbyists, whether Republican or Democrat. If they support the same bill you do, meet with them to strategize. If they will share any tips, you may learn how to be more effective.
- Learn strategy. A committee chair postponing a vote on your bill is not necessarily a bad thing. If he/she knows there aren't enough votes to pass the bill, the bill will be held for another day. That gives you more time to lobby members for their votes or attendance. (Members often have more than one committee meeting at the same time with important bills in each. Voting on another day can allow additional members to make the meeting.)
- If one of your members has a special relationship with a legislator, let her be the one to make the call or visit.
- With a list of your club's legislative priorities in hand, schedule a visit with your member when he is home in the district. The atmosphere will be more relaxed; and, you will probably have more time to discuss issues in depth when the legislative calendar isn't determining the time you have with your member.
- Sometimes the most effective face-to-face advocacy occurs when you cannot get an appointment with a member, but you can walk with the member to his next committee meeting or to session. As long as you are polite and knowledgeable about what you are discussing, do not feel like you are "stalking" the member. This is a common form of communication in the legislature! At the same time, read body language; if it is not a good time to talk, the member will let you know.
- **Always thank the member(s) for their vote when you get it!**

### ***Advocacy Etiquette***

As with any legislative advocacy effort, the process ends with gratitude. **ALWAYS** take the time to thank the bill sponsors, legislative champions, supporters and allies.

**A Goal without a plan . . . is just a wish.**

**Antoine De Saint-Exupery**

# Involving Members in Advocacy

**E**ach club should have a legislative committee to keep members abreast of legislative news and events on the local, state, and national level. Its members need to know how to research bills and follow their progress through the legislative process. The Legislative Chair and her committee must know who the elected representatives are (even the Democrats!). The legislative committee needs to be familiar with the state legislature's website, as well as the websites for the U.S. Senate and the U.S. House of Representatives.

The legislative committee is sometimes called the Legislative and Research Committee. That is because part of the responsibility of this committee, both at the club and state federation level, is to research issues and legislation. There are many good resources for information. Sadly, the mainstream media is not one of them! However, there are many websites that can be used for research. (Please see the Appendix.) **Caution: make sure the websites are reputable. Watch for "Fake" websites and "Fake News."** If a story is real, it will be covered by several reputable news and advocacy organizations. If you only see it in one place, it is probably not true.

The committee's research may also include answers to these questions:

- Who and what groups are supporting/opposing this bill? Politics can make strange bedfellows; but, the "sides" will usually be traditionally drawn, with liberal and conservative groups on the opposite sides of bills.
- Who is the bill sponsor? What is his/her track record of getting bills passed? Is he a chair of the committee that will hear the bill? Is he in the leadership hierarchy?
- Will the requirements of the bill have budget considerations? If so, to what extent and how will additional funding be paid?
- How will the new legislation be enforced? Will it give an agency new power?
- Does the bill duplicate efforts or existing statutes?
- Has a similar bill been filed before but wasn't passed? If so, why not and what is different about this bill?
- What facts or statistics support the need for this legislative change?
- Even though the bill might be worth supporting, what would make it better? What parts of the bill need to be removed to make it better?

*(Continued next page)*

# Communications from the Legislative Committee

It is important to ensure that legislative- and advocacy-oriented information gets to your members as quickly as possible. The legislative process can move quickly. For your voice to be heard, you must be ready to act. Two of the quickest and easiest ways of getting information to your members are e-mail and social media. Phone calls to members are good too, but are labor intensive and not always a good use of time. A local unit or state federation newsletter is also a great way to keep in touch with members while keeping them informed of legislative news and events.

## Utilizing Your Newsletter



By utilizing your organization's monthly or quarterly newsletter, you can easily provide your members with legislative and advocacy updates. Ask your newsletter editor to reserve a special section of the newsletter for legislative updates, such as:

- Information on important bills being considered at the local, state, and national levels;
- Background materials on issues and propositions;
- Contact information of elected officials and local media;
- Suggestions for legislative action, including topics for letters to the editor and talking points for radio call-in shows; and,
- Information in the newsletter should be well-written and presented in an attractive, readable format. It goes without saying that, when possible, you should distribute newsletters by e-mail.

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## Involving member — cont.

### Electronic Communications and Social Media

[Photo. Public Domain]



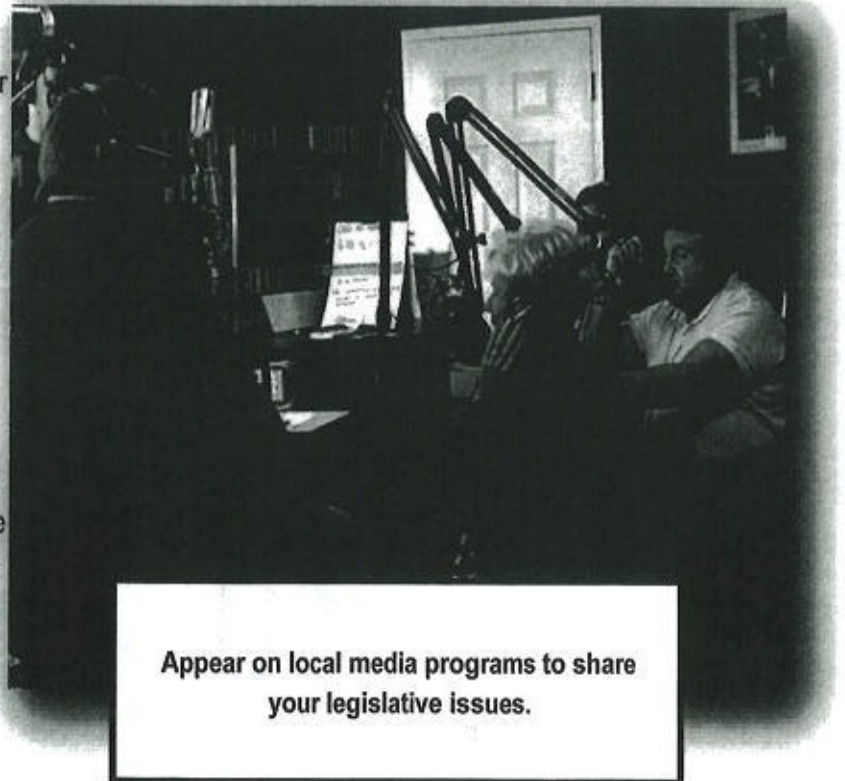
Newsletters are good for giving detailed information and background materials. However, when your club or state federation needs to get information out quickly, use electronic methods:

- E-mail;
- Facebook—posts or instant messaging—set up a club Facebook group and send out invitations to join;
- Twitter;
- Instagram, or other social media formats; and,
- Text messaging

Designate which member(s) are responsible for disseminating the information and have a plan in place. Make a plan and work the plan. **HOWEVER, MAKE SURE THE CLUB/STATE FEDERATION PRESIDENT AND/OR EXECUTIVE COMMITTEE HAS APPROVED THE COMMUNICATIONS BEING DISTRIBUTED.**

Social media has additional benefits beyond just getting information to your clubs. If you have a well-developed and well-marketed Facebook page, Twitter feed, etc., you can get your message spread well beyond your own members and the effects of your efforts can grow exponentially.

You and your members can also call in to talk radio programs, or set up a guest appearance on a local radio or television program about your legislative issue(s). Don't exclude traditional public relations efforts. Contact the media, let them know what your legislative efforts are and get earned media coverage for your efforts. Use your Public Relations Committee to help with this effort.



**Appear on local media programs to share your legislative issues.**



Alabama



Florida

## Legislative Day



Georgia

Clubs and state federations often have a "Legislative Day" at the Capitol. This is a crucial step in being effective in your legislative efforts. Even if there isn't any specific legislation on the docket, going to the legislature to show the force of federated Republican women is invaluable to your future lobbying efforts. Legislators appreciate seeing their friends from home, and it is so important to remind them who they represent. A successful legislative day can garner huge payoffs in the future.



Idaho

Legislative Day can go by another name, if your club or state federation has a tradition of calling it something else. You can name it specifically for the issues being pushed if desired. However, they don't happen without strategic planning. To have a successful Legislative Day, the State Federation or Club Legislative Chair needs to do the following:

- Know the legislative calendar. Planning a Legislative Day when the members are not in session is obviously worthless. Be cognizant of deadlines such as cross-over dates. If you go when the legislators are too busy to see you, you are wasting your efforts. Also, you need to know the flow of a legislative day. Will session be in the morning or afternoon? Are there other groups coming on the same day such that their numbers can overwhelm Republican women?
- In setting a date, work ahead of time with Republican leadership (or the members you want to see from your area) so that on the date you set, a meeting room that will hold you will be available. Also, at the same time, set a date that will ensure that the members you want to see can be booked to speak with your whole group.

*(Continued on next page)*



Iowa



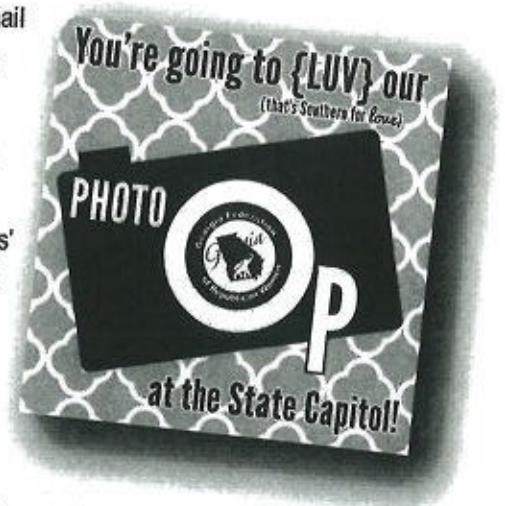
Kentucky

## Legislative Day — cont.

- There should be one point person for the group, who will set appointments and schedule speakers. Otherwise, there could be duplication of efforts and confusion among legislative staff as to whom to contact if schedule changes are necessary.
- Once a date is set, work with the state federation or club leadership to make sure all the members know about the Legislative Day. Use the infrastructure already in place (e-mail, social media, newsletters, etc.) to inform the membership of the details of the trip to the state capitol.
- If it makes logistical sense, arrange transportation, or at least let members know about routes, parking, and other tips for getting around at the capitol.
- If you want Legislative Day to include a meal, arrange either a venue that has a private room, or a room where boxed lunches can be provided. If covering lunches is not in the budget, calculate what each member needs to pay to cover the cost of the lunch. You can include any other expenses that might be incurred in the published individual cost to attend Legislative Day.
- Be organized in collecting registrations and keeping track of your numbers, especially if meals are being ordered.
- Send reminders to the membership to increase attendance and enthusiasm. Use e-mail and social media, or any other methods that work for your club/federation. Make sure your communications provide a schedule of the day.
- On the day of the event, have one person in charge of all the meeting logistics. If you have lined up a meeting room and different members are coming to your meetings, make sure there is another person at the door ready to greet them. Respect legislators' time and schedules and don't keep them waiting. Remember that last-minute changes to the legislative calendar may happen and be flexible. Make sure the leader or moderator handling such a meeting keeps control so that there aren't too many questions, and the meeting is kept civil. Do not let one or a few members dominate questioning and cut off members who start verbally attacking legislators.
- Make sure that members are equipped with handouts if you are pushing any particular legislation and, if not, provide a handout about the Federation and contact information.
- **Have fun!**



If you want Legislative Day to include a meal, arrange either a venue that has a private room, or a room where boxed lunches can be provided.



Louisiana



Mississippi



**Red Coat Day at the Capitol—a big opportunity for members of local clubs and the Federation to meet with their representatives and to receive recognition.**



## **Because we are Federated Republican Women we have a Special Advantage**

As Federation members, we all have personal relationships with many of our legislators. Use your connections. When you need help on legislation, you can be more informal when you know the member well. Call his/her cell; text the member; or, Instant Message him/her. Approach the member at an event and ask for action. As federated Republican women, we don't always have to wait for an appointment or for an e-mail to be read. Obviously, you don't want to take this method of lobbying to the extreme—or wear out your welcome—but use your relationship in ways that make sense to further the cause of good government.

**Now that you know everything you need to know, get busy and get moving!  
Enjoy your lobbying efforts. They can be very rewarding.**



[L to R.  
Oregon  
Montana  
Oklahoma]







# Appendices

**Republican and Conservative Websites**  
**White House and Congressional Contacts**  
**State Legislatures' Websites**  
**Tips from Elected Officials**

# APPENDIX I

- ◆ First and foremost, use the NFRW website: [www.nfrw.org](http://www.nfrw.org)
- ◆ Sign up for the weekly e-mailed newsletters and legislative updates. You can access state federation websites from NFRW's site.

- ◆ Credible organizations and website you can use for news and research:

[www.rnc.org](http://www.rnc.org) (Republican National Committee)

[www.nrsc.org](http://www.nrsc.org) (National Republican Senatorial Committee)

[www.nrcc.org](http://www.nrcc.org) (National Republican Congressional Committee)

[www.senate.gov](http://www.senate.gov) (U.S. Senate)

[www.house.gov](http://www.house.gov) (U.S. House of Representatives)

[www.rga.org](http://www.rga.org) (Republican Governors' Association)

[www.townhall.com](http://www.townhall.com)

[www.realclearpolitics.com](http://www.realclearpolitics.com)

[www.clarionproject.org](http://www.clarionproject.org)

[www.nationalreview.com](http://www.nationalreview.com)

[www.washingtontimes.com](http://www.washingtontimes.com)

[www.drudgereport.com](http://www.drudgereport.com)

[www.theweeklystandard.com](http://www.theweeklystandard.com)

[www.breitbart.com](http://www.breitbart.com)

[www.dailywire.com](http://www.dailywire.com)

[www.judicialwatch.org](http://www.judicialwatch.org)

[www.heritage.org](http://www.heritage.org)

[www.thehill.com](http://www.thehill.com)

[www.dailycaller.com](http://www.dailycaller.com)

[www.wsj.com](http://www.wsj.com) (*The Wall Street Journal*)

[www.lifezette.com](http://www.lifezette.com) (Laura Ingraham's website)

[www.rushlimbaugh.com](http://www.rushlimbaugh.com)

[www.hannity.com](http://www.hannity.com)

[www.foxnews.com](http://www.foxnews.com)

- ◆ Legislator's web pages and campaign pages

# APPENDIX II

## Federal Government Contact Information

### The White House:

Phone: (202) 456-1111 (Comment Line)  
(202) 456-1414 (White House Operator)  
Web site: [www.whitehouse.gov](http://www.whitehouse.gov)  
Address: The President  
The White House  
Washington, D.C. 20500  
Salutation: Dear Mr. President

### Congress:

#### The Senate

Phone: (202) 224-3121 (Capitol Operator)  
Web site: [www.senate.gov](http://www.senate.gov)  
Address: The Honorable (first and last name)  
United States Senate  
Washington, D.C. 20510  
Salutation: Dear Senator (last name)  
For Leadership: Dear Mr./Madam Chairman/President, etc.

#### The House of Representatives

Phone: (202) 224-3121 (Capitol Operator)  
Web site: [www.house.gov](http://www.house.gov)  
Address: The Honorable (first and last name)  
U.S. House of Representatives  
Washington, D.C. 20515  
Salutation: Dear Mr./Ms. (last name)  
For Leadership: Dear Mr./Madam Chairman/Speaker, etc.

# APPENDIX III

## State Legislative Website Information

In this day of Internet resources, almost everything you need can be found on state legislatures' websites, including things like:

- ◆ A list of members, including districts, contact info, committees, etc.
- ◆ Access to any bill that has been filed
- ◆ List of committees, their meeting dates and their members, plus bills in committee
- ◆ Daily agendas for committees and sessions
- ◆ General Statutes
- ◆ Rules of the legislative houses
- ◆ Live audio and sometimes video of committee meetings and floor sessions
- ◆ District maps
- ◆ State Constitution
- ◆ Pictures of members
- ◆ A section for students to learn about the legislature
- ◆ Some have job opportunities, lobbyist information, and tracking services you can sign up for
- ◆ Obviously, some are more user friendly than others and familiarity will come with frequent use
- ◆ State legislature websites

Alabama	<a href="http://www.legislature.state.al.us/aliswww/default.aspx">http://www.legislature.state.al.us/aliswww/default.aspx</a>
Alaska	<a href="http://w3.legis.state.ak.us/index.php">http://w3.legis.state.ak.us/index.php</a>
Arizona	<a href="http://www.azhouse.gov/">http://www.azhouse.gov/</a>
Arkansas	<a href="http://www.arkleg.state.ar.us/assembly/2015/2015R/Pages/Home.aspx">http://www.arkleg.state.ar.us/assembly/2015/2015R/Pages/Home.aspx</a>
California	<a href="http://assembly.ca.gov/">http://assembly.ca.gov/</a>
Colorado	<a href="http://www.leg.state.co.us/clics/cslFrontPages.nsf/HomeSplash?OpenForm">http://www.leg.state.co.us/clics/cslFrontPages.nsf/HomeSplash?OpenForm</a>
Connecticut	<a href="https://www.cga.ct.gov/default.asp">https://www.cga.ct.gov/default.asp</a>
Delaware	<a href="http://legis.delaware.gov/">http://legis.delaware.gov/</a>
Florida	<a href="http://www.leg.state.fl.us/">http://www.leg.state.fl.us/</a>
Georgia	<a href="http://www.legis.ga.gov/en-US/default.aspx">http://www.legis.ga.gov/en-US/default.aspx</a>

(Continued next page)

Hawaii	<a href="http://www.capitol.hawaii.gov/">http://www.capitol.hawaii.gov/</a>
Idaho	<a href="http://www.legislature.idaho.gov/">http://www.legislature.idaho.gov/</a>
Illinois	<a href="http://www.ilga.gov/">http://www.ilga.gov/</a>
Indiana	<a href="http://iga.in.gov/">http://iga.in.gov/</a>
Iowa	<a href="https://www.legis.iowa.gov/">https://www.legis.iowa.gov/</a>
Kansas	<a href="http://www.kslegislature.org/li_2012/b2011_12/chamber/house/">http://www.kslegislature.org/li_2012/b2011_12/chamber/house/</a>
Kentucky	<a href="http://www.lrc.state.ky.us/home.htm">http://www.lrc.state.ky.us/home.htm</a>
Louisiana	<a href="http://www.legis.la.gov/legis/home.aspx">http://www.legis.la.gov/legis/home.aspx</a>
Maine	<a href="http://legislature.maine.gov/">http://legislature.maine.gov/</a>
Maryland	<a href="http://mgaleg.maryland.gov/webmga/frm1st.aspx?tab=home">http://mgaleg.maryland.gov/webmga/frm1st.aspx?tab=home</a>
Mass.	<a href="https://malegislature.gov/">https://malegislature.gov/</a>
Michigan	<a href="http://www.legislature.mi.gov/">http://www.legislature.mi.gov/</a>
Minnesota	<a href="http://www.leg.state.mn.us/">http://www.leg.state.mn.us/</a>
Mississippi	<a href="http://www.legislature.ms.gov/Pages/default.aspx">http://www.legislature.ms.gov/Pages/default.aspx</a>
Missouri	<a href="http://www.moga.mo.gov/">http://www.moga.mo.gov/</a>
Montana	<a href="http://leg.mt.gov/css/default.asp">http://leg.mt.gov/css/default.asp</a>
Nebraska	<a href="http://nebraskalegislature.gov/">http://nebraskalegislature.gov/</a>
Nevada	<a href="http://www.leg.state.nv.us/">http://www.leg.state.nv.us/</a>
N. Hampshire	<a href="http://gencourt.state.nh.us/">http://gencourt.state.nh.us/</a>
New Jersey	<a href="http://www.njleg.state.nj.us/">http://www.njleg.state.nj.us/</a>
New Mexico	<a href="http://www.nmlegis.gov/lcs/">http://www.nmlegis.gov/lcs/</a>
New York	<a href="http://assembly.state.ny.us/">http://assembly.state.ny.us/</a>
North Carolina	<a href="http://www.ncleg.net/homePage.pl">http://www.ncleg.net/homePage.pl</a>
North Dakota	<a href="http://www.legis.nd.gov/">http://www.legis.nd.gov/</a>
Ohio	<a href="https://www.legislature.ohio.gov/">https://www.legislature.ohio.gov/</a>
Oklahoma	<a href="http://www.oklegislature.gov/">http://www.oklegislature.gov/</a>
Oregon	<a href="https://www.oregonlegislature.gov/">https://www.oregonlegislature.gov/</a>
Pennsylvania	<a href="http://www.legis.state.pa.us/">http://www.legis.state.pa.us/</a>
Rhode Island	<a href="http://www.rilin.state.ri.us/Pages/Default.aspx">http://www.rilin.state.ri.us/Pages/Default.aspx</a>
South Carolina	<a href="http://www.scstatehouse.gov/">http://www.scstatehouse.gov/</a>
South Dakota	<a href="http://legis.sd.gov/">http://legis.sd.gov/</a>
Tennessee	<a href="http://www.legislature.state.tn.us/">http://www.legislature.state.tn.us/</a>
Texas	<a href="http://www.house.state.tx.us/">http://www.house.state.tx.us/</a>
Utah	<a href="http://le.utah.gov/">http://le.utah.gov/</a>
Vermont	<a href="http://legislature.vermont.gov/">http://legislature.vermont.gov/</a>
Virginia	<a href="http://virginiageneralassembly.gov/">http://virginiageneralassembly.gov/</a>
Washington	<a href="http://leg.wa.gov/Pages/default.aspx">http://leg.wa.gov/Pages/default.aspx</a>
West Virginia	<a href="http://www.legis.state.wv.us">http://www.legis.state.wv.us</a>
Wisconsin	<a href="http://legis.wisconsin.gov/">http://legis.wisconsin.gov/</a>
Wyoming	<a href="http://legisweb.state.wy.us/LSOWEB/Default.aspx">http://legisweb.state.wy.us/LSOWEB/Default.aspx</a>

## APPENDIX IV

### TIPS FROM ELECTED OFFICIALS

- ◆ If you hear yourself say: "I feel this is a bad bill...." STOP! Who cares how you feel? INSTEAD: "This is a bad bill because...."
- ◆ Be prepared to answer: "Why are people opposed to this bill?" Don't get caught up in discussions on the personality of the opposing people.
- ◆ Testify in a calm, rational way. Don't lecture. Don't threaten or be adversarial. Don't be strident. Stick with the issue. Don't politicize the issue. Avoid making mandates. The negative behavior will guarantee that the legislator will try to avoid you in the future, if possible.
- ◆ In committee hearing testimony, advocates are most impressive when they are knowledgeable of the issue and state the current situation, the problem, and the solution concisely. If possible, work with the legislators ahead of time.
- ◆ By testifying before a committee or meeting with legislators, you humanize the issue.
- ◆ Be concise. Photographs really are worth 1,000 words. Charts and graphs give credibility, particularly when women use them.
- ◆ Make friends. Friends are those who work with you, regardless of Party affiliation, or if they are liberal, moderate, or conservative.
- ◆ Do not make enemies. Even if someone opposes you on a particular issue, you could conceivably need them in the future.
- ◆ Do not waste time and effort on a legislator who is committed to the opposition. Better to spend the time and energy on uncommitted legislators.
- ◆ Appreciate and thank those who help you. It will make it easier in the future.
- ◆ An advocate from a home district receives top priority. Paid lobbyists are fine, but we all know that their opinions are bought. A letter or communication from a district unit member means a lot more to a legislator than a letter from National Headquarters.



**“Advocacy is both a duty and a privilege. If we’re not out there making our voices heard, someone else is doing it—and getting attention.”**

*- Megan Wolfe*