Welcome & Webinar Process

• Today’s webinar will be recorded and available for viewing on PVA.org
• Closed Captioning is available. Click the CC button in the meeting controls bar at the bottom of your screen to turn it on.
• If you have a question, please type it in the Q&A box. Questions will be answered at the end of the program.
Introductions

• Lisa Elijah – Grassroots Advocacy Manager, Air Force Veteran, PVA member
• Julie Howell – Associate Legislative Director, Army Veteran
Series Overview

• The 5 W’s & an H: Who, what, where, why, when and how
  • Fundamentals of Government
  • The Legislative Process
  • Understanding the Issues & Becoming a Change Agent
  • Who is Advocating & Who With (Stakeholders of Advocacy)
• The Art of Advocacy – Connecting the Dots
Agenda

- Three branches of government
- Bicameral legislature
- Committees
- Legislative process
- Funding and the budget

- Advocacy
- Legitimacy through life experiences
- Crafting your story
- Making the ask
- Guest speaker
United States CONSTITUTION

- **LEGISLATIVE**
  - U.S. Capitol
  - Congress
    - House of Representatives
    - Senate

- **EXECUTIVE**
  - The White House
  - President
  - Vice President

- **JUDICIAL**
  - The Supreme Court
  - Federal/State Courts
Federal, State & Local

• State government is modeled after the federal government in makeup
• Local government must be granted power by the state
• Generally two tiers:
  • Counties
  • Municipal governments
Understanding the Chambers & Purposes

• The Legislative Branch – Congress
• House of Representatives
  • 435 elected officials serving 2-year terms
  • Initiate revenue, impeachment
• Senate
  • 100 elected officials serving 6-year terms
  • Confirmation of appointments and treaty ratification
Understanding Committees

A committee is a group of members appointed to investigate, debate, and report on legislation.
Asking the Right People

• Read the bill and any background documents
• Check out which committee(s) the bill was referred to and the bill's history
• Look up the bill's sponsor and any cosponsors
• Visit committee websites for information about any hearings or markups
The Legislative Process
Costs, Funding & the Budget

Two Major Spending Areas:
• Discretionary Spending
• Mandatory Spending

Federal Budget
• Runs October 1-September 30

Independent Budget (IB)
• PVA, DAV, VFW
Basic Elements of Advocacy

- Objectives
- Data
- Audiences
- Messages
- Presentation
- Evaluation
- Fundraising
- Coalitions
Stakeholders of Advocacy

- Stakeholders are people that are interested or concerned with an issue
  - You
  - Your Coalition
  - Elected officials and their staffs
  - Your chapter
  - Researchers
  - Pretty much anyone can be a stakeholder
Putting The Pieces Together

Policy Issue

Allies

Message

Political Support

Solution
Legitimacy Through Life Experiences

• You are the only person to live your life and experience
• The experiences you’ve had make you an expert
• Congressional offices and staff need to hear your stories
• How you navigate spaces is critical for identifying barriers*
Crafting Your Story

• Review the materials that have been shared with you.
• Take your experience, data, talking points and connect the dots! Weave it all together!
• Be mindful of time and be prepared to synthesize your message.
• Be honest, do not make up statistics, do not lie or exaggerate.
• It’s ok to not have an answer!
• Most importantly, be authentic
Carl Blake  
(US Army Ret.)  

Chief Executive Officer;  
PVA  

US Army,  
West Point
In Closing

• Federal, state, and local government
  • Legislative process
• Cost, funding and the budget
• Breakdown of advocacy
  • Stakeholders
  • Own your story
  • Put it all together
Q&A

We are happy to answer any questions you may have.

Again, this was just an overview of certain aspects of the government.

Reach out to us any time at JulieH@PVA.org and LisaE@PVA.org.
Webinar Code

• For participants viewing the recording that would like credit for the last session, please email the code 5CT2D5 to Lisa Elijah at LisaE@PVA.org.

• That’s a wrap!