Stakeholders of Advocacy

Presented by: Lisa Elijah & Julie Howell

PVA

Paralyzed Veterans of America

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

What We've Covered

- Things that we've discussed about advocacy so far
  - Identifying a policy area for improvement
  - Developing solutions
  - Developing your message
  - Building a coalition
  - Knowing your audience

- Today will be a different format; we have two guests that are joining us

Who is advocating and who with?

- Today we'll briefly cover
  - How your experiences make you a better advocate
  - Adding legitimacy to your ask by sharing those experiences
  - How to personalize data in your asks*
  - Advocacy at the national level with PVA
  - How to use the information provided
  - Delivery of your message & story
  - Etiquette and expectations

Levels of Advocacy

- Local

- State

- National

- Everything in between!

- Nothing gets accomplished alone

What is a stakeholder?

- Stakeholders are people interested in or concerned with an issue:
    - You
    - Your coalition
    - Elected officials and their staffs
    - Your chapter
    - Researchers
    - Pretty much anyone can be a stakeholder

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*

Personalizing the Data

- You are the human face of data

- As you research your issues and craft your message, what data drives your ask?

- Weave that data into your messaging

Advocacy with PVA

- Annual Advocacy Legislative Seminar
- Zoom meetings on specific legislation*
- National legislation rather than local
- Voter Voice & Action Force
- Bigger coalitions needed to gain cosponsors

Jon Towers

Former HVAC & SVAC staffer

Policy Director at Brownstein Hyatt Farber & Schreck

Materials, Information, and Trust

- Handouts should be….handed out!

- Talking points are crafted to simplify the message

- Do some extra research

- Stay on topic

Delivering your Message & Sharing your Story

- Review the materials that have been shared with you

- Weave them all together

- Take your experience, data, talking points, connect the dots!

- 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!

- Authenticity above all

Etiquette & Expectations

- Be polite

- No swearing

- Avoid overt politics

- Active listening

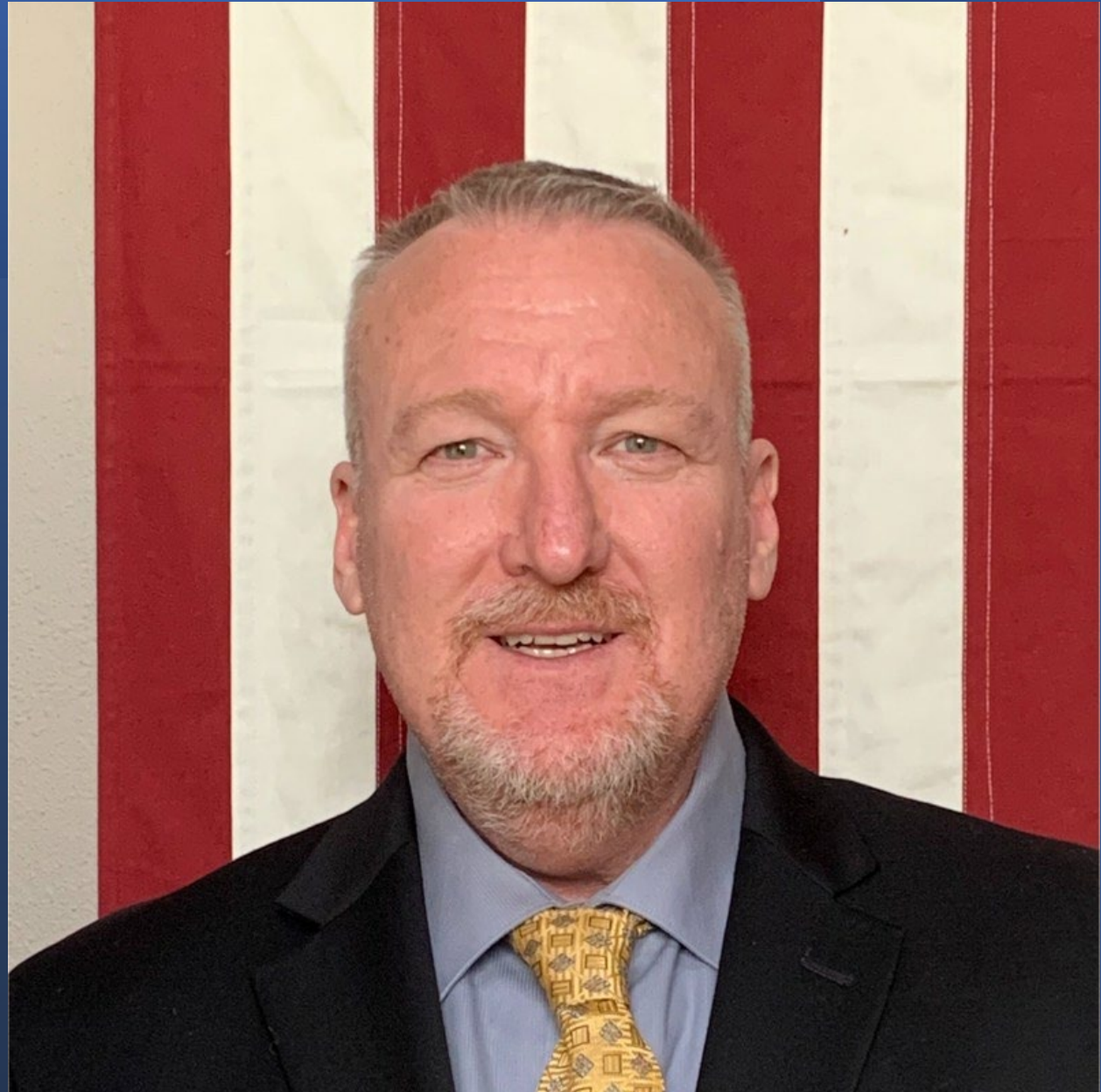- Don't talk over others

- Dress appropriately

Staffers

- Subject matter experts

- They are your best bet towards action

- Build long lasting relationships

Scott Griffith (US Army Ret.)

Government Relations Director; Treasurer, COO

PVA Wisconsin Chapter

In Closing

- Come prepared

- Be kind (to yourself and others)

- Take time to reflect on the meeting

- You're building relationships, and that takes time

- Offer to be a resource

Q&A

We are happy to answer any questions you may have

Again, this was just an overview of certain aspects of the Government

Webinar Code

- For participants viewing the recording that would like credit for session four, please email the code 4A2AAW to Lisa Elijah at lisae@pva.org

- Join us next time on August 22nd @ 3pm
- We will connect all these dots