Stakeholders of Advocacy

Presented by: Lisa Elijah & Julie Howell
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