



BEST PRACTICES IN GRASSROOTS ADVOCACY



Welcome

Carolyn Aldíge
Prevent Cancer Foundation

BEST PRACTICES IN GRASSROOTS ADVOCACY

Genentech

IN BUSINESS FOR LIFE



GlaxoSmithKline

Lilly



NOVARTIS

Bristol-Myers Squibb

TEVA

Grassroots Advocacy: Why It's Important – Strategies and Challenges

George Dahlman
Advocacy Partners

BEST PRACTICES IN GRASSROOTS ADVOCACY

Grassroots Programs: Strategic, Organizational Benefits

Dan Smith
The Sheridan Group

BEST PRACTICES IN GRASSROOTS ADVOCACY

Structuring Grassroots Networks: Best Practices

- Alec Stone, Oncology Nursing Society
- Megan Gordon Don, Pancreatic Cancer Action Network
- Christopher Kush, Soapbox Consulting

BEST PRACTICES IN GRASSROOTS ADVOCACY

PREVENT CANCER FOUNDATION: BEST PRACTICES IN GRASSROOTS ADVOCACY

ALEC STONE, MA, MPA
HEALTH POLICY DIRECTOR
ONCOLOGY NURSING SOCIETY
JULY 17, 2013



2013 LEGISLATIVE PRIORITIES

ONS calls on the U.S. Congress and the Administration to:

- **Promote and improve cancer symptom management and pain control;**
- **Advance and ensure access to quality cancer prevention and care; and**
- **Bolster the nation's nursing workforce to safeguard public health**

BY THE NUMBERS



- 35,000 members
- 44,981 members served in 2012
- 71,335 non-member customers
- 84 % membership retention rate
- 116,316 community members served
- 3500 attendees at annual meeting
- 182 poster presentations
- 54 educational session
- 34 podium sessions
- \$20 million operating budget

ENGAGING IN PUBLIC POLICY

- For 25 years, Pittsburgh was led the advocacy effort;
- Hired a DC lobbying firm, which moved several times;
- Dedicated a division within the organization called Health Policy;
- Moved a nurse into the legislative and regulatory arena;
- Fluctuated between in-house and outside consultants;
- Shifted to a policy professional over a health professional.

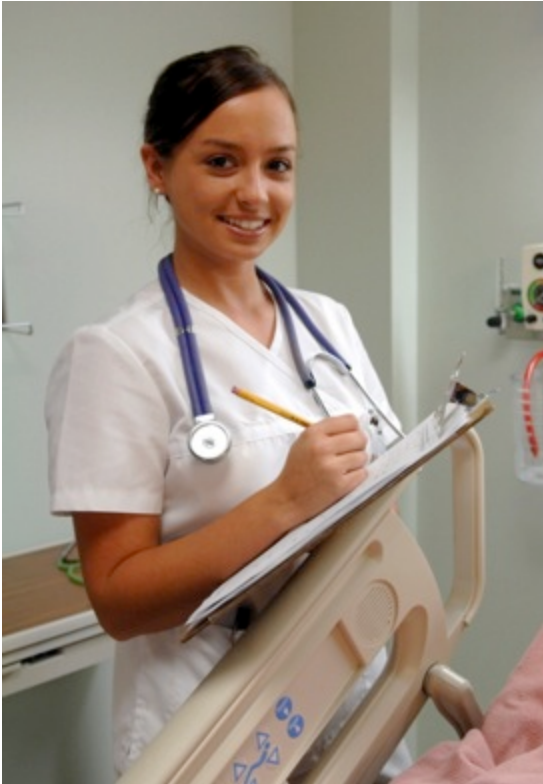


THE ENVIRONMENT

Bennett Chattanooga Times Free Press



NURSING PROVISIONS OF THE ACA



The law addressed the shortage and retention of nurses through:

- **Nurse education, practice and retention grants**
- **Education loan repayment and scholarship programs**
- **Nursing faculty loan program**
- **Advanced nursing education grants**
- **Workforce diversity grants**
- **Grant program to support nurse-managed health clinics that provide primary care**

PPACA AND CANCER COVERAGE

Immediate **creation of high-risk pools** for those with pre-existing conditions, who are uninsured.

More affordable coverage, due to **elimination of annual and life-time caps** on benefits and prohibition of gender rating.

Portability and continuity of coverage for people with cancer or history of cancer, by **eliminating pre-existing condition** limitations.

Guaranteed coverage, even if a patient becomes sick. **Prohibition of eligibility** based on health status.

Increased **access to early detection**, prevention, treatment, and follow-up care for those previously without coverage.

Improved access and **coverage of prescription drugs** for Medicare beneficiaries.

Provision of evidence-based **preventive** and early detection measures **without co-payments** (private insurance/plans).

Assured **coverage** of participation in **clinical trials**.



	% Very high/ High	% Average	% Very low/ Low
Nurses	84	15	1
Pharmacists	73	23	4
Medical doctors	70	23	6
High school teachers	62	29	8
Police officers	54	35	11
Clergy	52	36	9
Funeral directors	44	43	9
Accountants	43	49	7
Building contractors	26	58	15
Journalists	26	46	27
Bankers	25	48	26
Real estate agents	20	57	22
Lawyers	19	43	37
Business executives	18	48	32
Labor union leaders	18	37	41
Stockbrokers	12	46	40
Advertising practitioners	11	52	34
Telemarketers	8	38	53
Car salespeople	7	44	47
Lobbyists	7	27	62
Members of Congress	7	27	64

Nurses are most trusted professionals with 84% of people rating them very high/high in terms of honesty and ethical standards

ONS HEALTH POLICY TOOLS

Advocacy

- Lobbying

Public Relations

- Raising Awareness

Public Opinion

- Polling/Survey Research

Media Use

- Earned and Paid



TEACHING MEMBERS HOW TO ADVOCATE



Oncology Nursing Society

Develop Advocacy Skills Beyond the Basics

These are exciting days in health policy advocacy, and now, you can take a step further to help ensure that policy changes will be beneficial to nursing and to people with cancer.

ONS has designed the [Advocacy 201: Taking it to the Next Level](#) online course for nurses who have a basic understanding of health policy advocacy and a desire to be more involved with shaping public policy regarding healthcare issues.

By attending this course you will learn in detail

- How a bill becomes law, including the role of key committees
- Tips on how to develop and maintain relationships with your elected officials
- How to influence laws and regulations before they are fully implemented
- How to follow the progress of a piece of legislation
- Ways to take a leadership role and have a broader impact in advocacy activities.

Through a series of lessons and practical assignments, this course will help you develop the skills you need to expand your health policy advocacy beyond the basics.

Improve Your Ability to Be Heard!

Register now for [Advocacy 201: Taking it to the Next Level](#) and expand your health policy advocacy skills. Members cost is \$99 and nonmember cost is \$139. The registration deadline is **April 30** for the May 8 course. This offering is self-paced and you'll receive 6.2 contact hours upon completion of the course requirements.

BY THE VIRTUAL NUMBERS

- 43,207 Uploads of ONS videos to YouTube
- 36,311 Connect Magazines
- 11,385 Likes on Facebook
- 6,837 Twitter followers
- 2,117 Health Policy Advocates



TRICKS OF THE TRADE



Copyright © Ron Leishman * <http://ToonClips.com/9995>

Dear Colleague Letters
Congressional Testimony
Letters of Support
Staff Meetings
Organizational Leadership to the Hill
Emailing in Bulk
Issue Post Card
Annual Capitol Hill Days
Tour Federal Agencies
Media Outreach for Public Support

GRASSROOTS: NURSES COME TO DC



**DISTRICT AWARD PRESENTATION:
US REPRESENTATIVE STEVE ISRAEL WITH ONS MEMBERS FROM LONG ISLAND**



ONS ON CAPITOL HILL AND ANAPOLIS, MD



GRASS TOPS: ONS LEADERS MEET WITH HRSA



SENATOR JEFF MERKLEY, CO-CHAIR NURSING CAUCUS

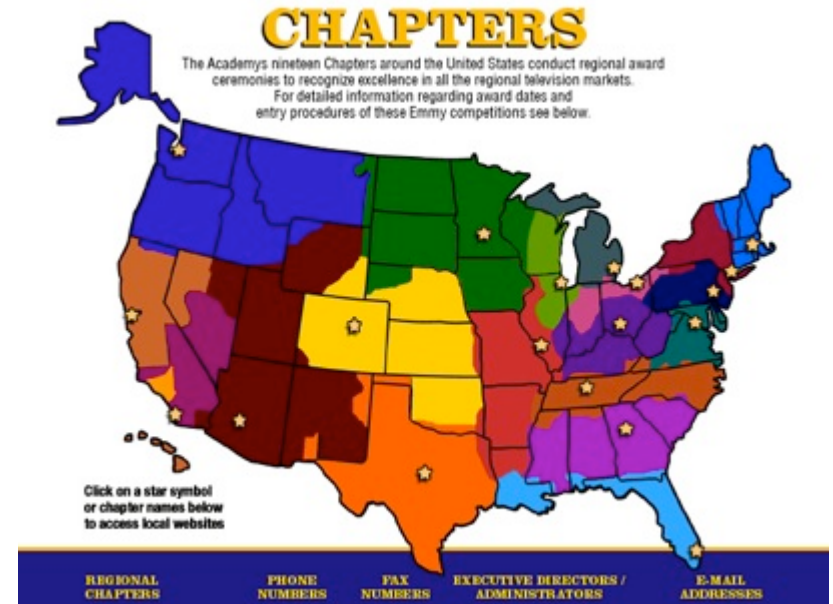


2013 ONS ANNUAL MEETING TOURS FDA



TRADITIONAL ASSOCIATION OUTREACH: GOING TO THE CHAPTER

- Travel to the state chapter
- Collect names and emails
- Hold Congressional Briefings
- Presenting Awards and Public Recognition
- Rallies the troops
- Responds to state health issues
- Patient care and Scope of Practice
- Raises awareness for public health



USING EXPERT REPORTS TO GAIN SUPPORT

IOM Future of Nursing

- Positive

AMA Scope of Practice

- Negative



IOM REPORT: THE FUTURE OF NURSING

Through its deliberations, the committee developed four key messages:

- Nurses should practice to the full extent of their education and training.
- Nurses should achieve higher levels of education and training through an improved education system that promotes seamless academic progression.
- Nurses should be full partners, with physicians and other health care professionals, in redesigning health care in the United States.
- Effective workforce planning and policy making require better data collection and information infrastructure.



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

THE IMPROVING CANCER TREATMENT EDUCATION ACT: LEGISLATION THAT ALLOWS ONCOLOGY NURSE BUY-IN



Medicare coverage of comprehensive cancer patient treatment education services.

In the case of an individual who is diagnosed with cancer, the provision of a one-hour patient treatment education session delivered by a registered nurse that—

- “(i) is furnished to the individual and the caregiver (or caregivers) of the individual in advance of the onset of treatment and to the extent practicable, is not furnished on the day of diagnosis or on the first day of treatment;
- “(ii) educates the individual and such caregiver (or caregivers) to the greatest extent practicable, about all aspects of the care to be furnished to the individual, informs the individual regarding any potential symptoms, side-effects, or adverse events, and explains ways in which side effects and adverse events can be minimized and health and well-being maximized, and provides guidance regarding those side effects to be reported and to which health care provider the side effects should be reported;

REGULATORY EFFORTS

NIH Research

- NCI
- NINR

FDA Oversight

- Opioids
- Tobacco

CMS Implementation

- ACO, Reimbursement

CDC Public Health

- Cancer Awareness

HRSA Programs

- Nursing Education



COALITION PARTNERSHIPS

American Nurses Association (ANA)

Association of Community Cancer Centers (ACCC)

Campaign for Tobacco Free Kids (CTFK)

Health Professions and Nursing Education Coalition

National Coalition for Cancer Research (NCCR)

National Coalition for Cancer Survivors (NCCS)

National Comprehensive Cancer Network (NCCN)

National Patient Advocate Foundation (NPAF)

Nursing Community (NC)

One Voice Against Cancer (OVAC)


Pain Care Forum



REMIND THE NURSES OF WHO THEY ARE

“It may seem a strange principle to enunciate as the very first requirement in a hospital that it should do the sick no harm.”

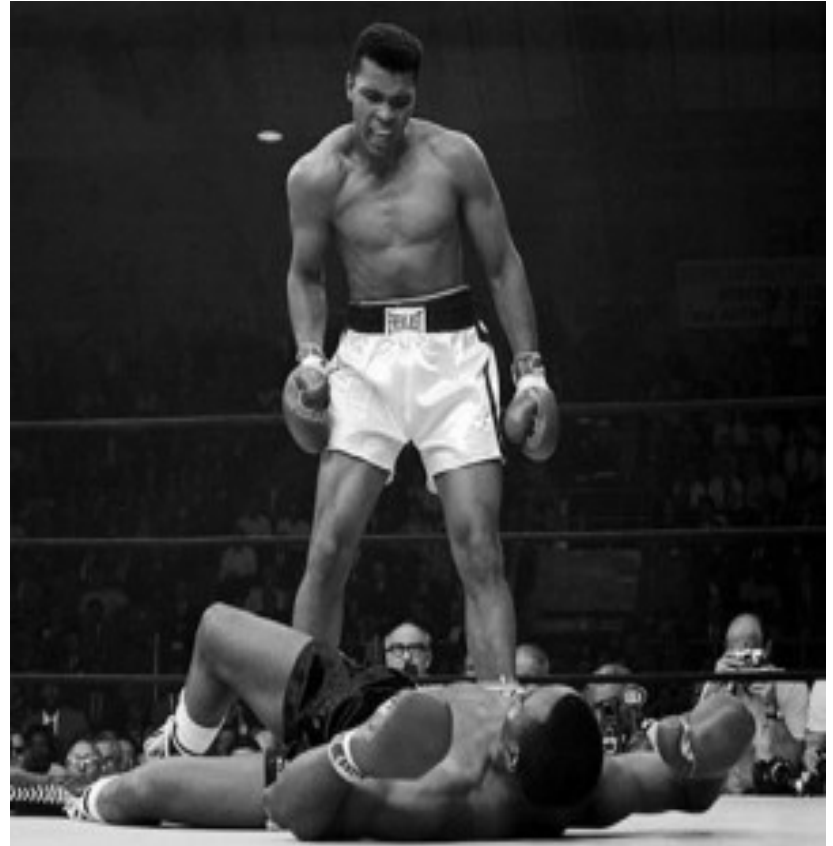
■ Florence Nightingale

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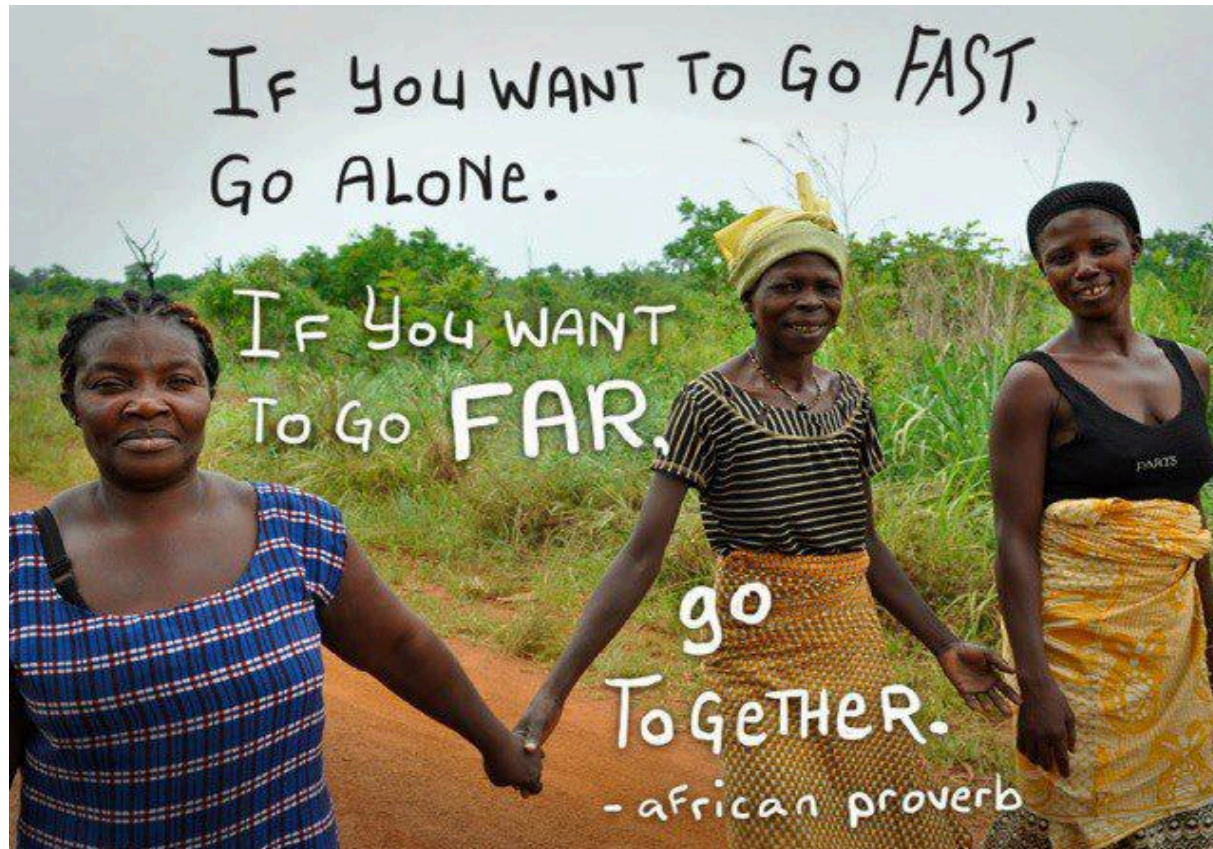
SHOWING DECISION-MAKERS YOU'RE SERIOUS

Comedian and political commentator Bill Maher
told Presidential candidate Barack Obama:

“Mohammed
Ali had a way with
words, but it helped
enormously that he
could also punch
people in the face.”



EVERY VOICE COUNTS IN THIS EFFORT



Best Practices in Grassroots Advocacy

Megan Gordon Don
Vice President,
Government Affairs & Advocacy

July 17, 2013



PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

How We've Grown



2000-2004

- 1 staff; \$200k budget
- Volunteers came to us
- 20-25 affiliates in 1st year
- Licensing agreement and event proposals; little else
- 2002: 1st federal proclamation
- Toward end of Phase I: hired DC consultant to handle advocacy
- Advocacy focus = OVAC & proclamations

1999
Founded

Phase 1



PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

How We've Grown



2005-2008

- Hired Affiliate Director
- Started GAA office in 2006
- 100 affiliates; wasn't efficient so condensed
- Divided affiliates into regions
- Created core roles
- Kept advocacy separate (2 staff)
- 2007: 1st Advocacy Day; 31 states; 162 participants
- 2008: 35 states; 224 participants
- 2008: National Plan to Advance Pancreatic Cancer Research released

1999
Founded

Phase 1

Phase 2



PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

How We've Grown



2009-2012

- 2 staff per region + Advocacy staff
- Created different training tracks for each role
- Volunteer recognition (VAC & awards)
- Volunteer interview process
- Annual game plans
- Advocacy Day continued to grow (50 states; 550 participants by 2011)
- Bill 1st introduced in 2009

- 247 bi-partisan co-sponsors by end of 111th Congress
- Bill passed December 2012 with 295 House co-sponsors and 60 Senate co-sponsors

1999
Founded

Phase 1

Phase 2

Phase 3




PANCREATIC CANCER ACTION NETWORK
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

10 Counterintuitive Advocacy Tips

1. "Fast and easy" is a counterproductive strategy in both romantic and political relationships.
2. Information stripped of entertainment is torture.
3. Shocker: Executives do not expect to make a dozen phone calls to Capitol Hill when they register for a conference, no matter how good you think administrative work is for them.
4. Your action alert calendar is, in fact, predictable.
5. Relationships built from the ground up are better than "found" relationships (from questionnaires).
6. Accountability is the great motivator. Rewards, not so much.
7. Conversations between Members of Congress and their constituents are wholly different than the conversations lobbyists have with staff.
8. If given the chance, most Members will talk themselves into supporting you.
9. One citizen voice is seldom able to move Congress, (it's the group that moves mountains.)
10. Done correctly, this stuff is actually effective -- it is not merely a tool to shame those in power.

CHRISTOPHER KUSH

THE ONE-HOUR ACTIVIST

A woman with blonde hair and glasses is shown from the chest up, wearing a dark blazer over a light-colored collared shirt. She is holding a large, orange megaphone to her mouth and shouting. The background of the book cover is white.

THE
15 MOST
POWERFUL
ACTIONS YOU
CAN TAKE TO
FIGHT FOR
THE ISSUES AND
CANDIDATES YOU
CARE ABOUT

\$15.00

Credit cards accepted :)

JOSSEY-BASS
 A Wiley Company

Structuring Grassroots Networks: Best Practices

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- Christopher Kush, Soapbox Consulting

BEST PRACTICES IN GRASSROOTS ADVOCACY

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Lilly



NOVARTIS

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TEVA

Grassroots Organizing: Strategic Practices

Kristin Kumpf
Midwest Academy

BEST PRACTICES IN GRASSROOTS ADVOCACY

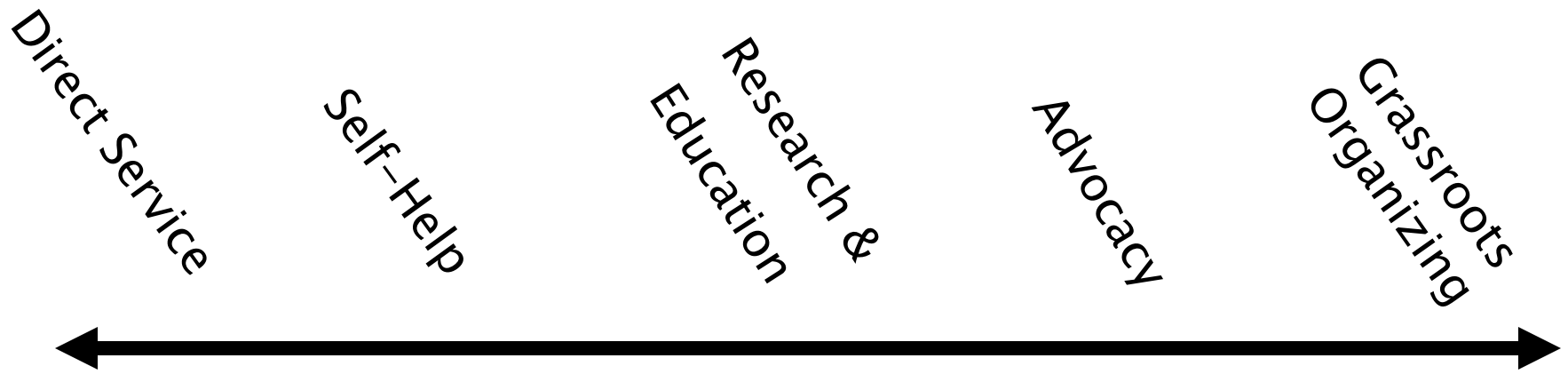
GRASSROOTS ORGANIZING: Strategic Practices

Kristin Kumpf
Midwest Academy

Prevent Cancer Foundation Workshop
July 17, 2013

Grassroots Organizing?

Continuum of Change

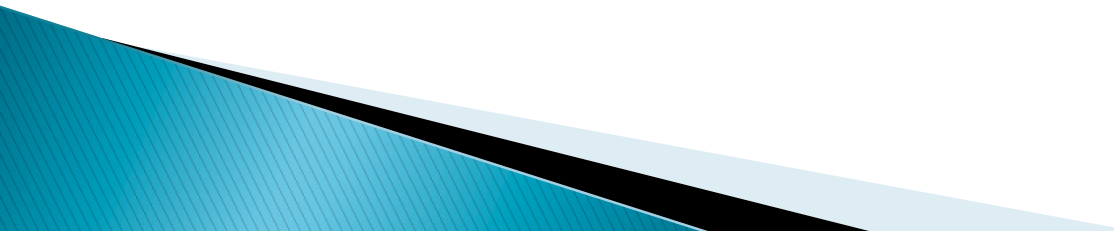


Grassroots Organizing?

- ▶ Large #'s of People
- ▶ Brought together by shared passion/interest
- ▶ Connected in relationship with each other
- ▶ Working around a specific issue to win concrete improvements in people's lives
- ▶ Guided by a vision and strategy with specific winnable goals



2 Important ?'s in Organizing

- ▶ What are we changing/winning?
 - (What are the concrete improvements in people's lives that will happen as a result of our work on this issue?)
 - ▶ What are we building?
 - (How are we creating and sustaining teams of leaders who can take action together at the local, state, and national levels?)
- 

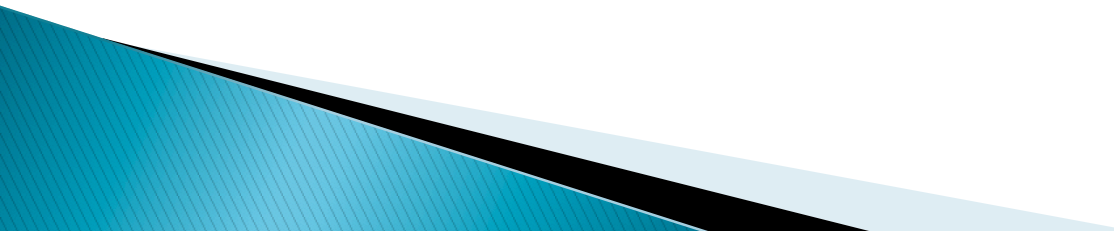
5 Tips for Effective Organizing

1. This is personal.

- ▶ People are most effectively and sustainably moved to action when we engage people around their Story and Experience



Claiming and Sharing our Stories

- ▶ Start: What is YOUR story?
 - ▶ Story = Our life experiences and relationships
+ our hopes/ vision for change
 - ▶ ? – What would be the best questions for someone to ask you that would make you feel comfortable sharing your story?
- 

5 Tips for Effective Organizing

- ▶ 2. You do not need to (nor should you try to!) convince anyone to do anything.



The Wrong Way To Recruit



Instead.....

- ▶ Who cares?
- ▶ How do we find and connect with people who have a passion for our work to prevent cancer?
- ▶ Invitation vs. begging/convincing




5 Tips for Effective Organizing

- ▶ 3. Create a culture of invitation through the domino effect of relationship building



Relationship Building 101

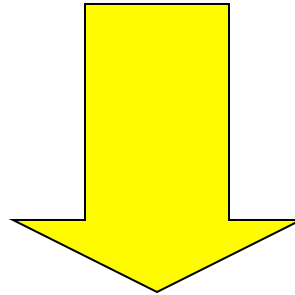
- ▶ Train your leaders to find people to share their story with One on One
 - ▶ Set off the domino effect of story sharing –
 - Who else can you both do a One on One with?
 - Set a timeframe and a # goal
 - ▶ Create local teams of passionate leaders, and link the teams (not just the individuals) together in your network
- 

5 Tips for Effective Organizing

- ▶ 4. Think and work strategically,
not tactically.
 - Instead of jumping from the problem to “what can we do about it?”, we need to:
 - Choose our Issue
 - Develop a Strategy
 - THEN, decide on Tactics



A **PROBLEM** is a
general area of concern



An **ISSUE** is a specific
SOLUTION to a problem

Strategy is.....



**Your overall
plan for how to
organize people
to build enough
power
to win the issue
you have
chosen**

MIDWEST ACADEMY STRATEGY CHART

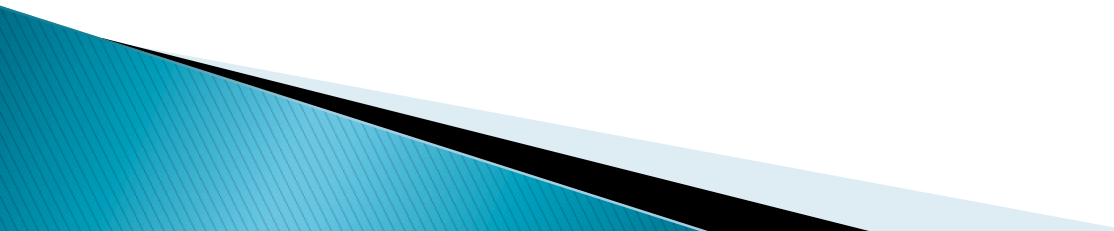
GOALS	ORGANIZA- TIONAL CONSIDERATIONS	CONSTITUENTS & ALLIES	DECISION- MAKER	TACTICS
LONG TERM	WHAT RESOURCES WE HAVE	MEMBERS	PRIMARY DECISION- MAKER	WHAT THE PEOPLE DO
INTER- MEDIATE		POTENTIAL MEMBERS	(THE PERSON WHO HAS	TO THE DECISION MAKER TO
SHORT TERM	HOW WE WANT TO BUILD OUR ORGANIZATION/ WHAT WE NEED	ALLIES	THE POWER TO GIVE YOU WHAT YOU WANT)	GET HIM/ HER TO SAY YES TO THE GOALS
	POTENTIAL INTERNAL PROBLEMS IN THE WAY?	----- OPPONENTS?		

5 Tips for Effective Organizing

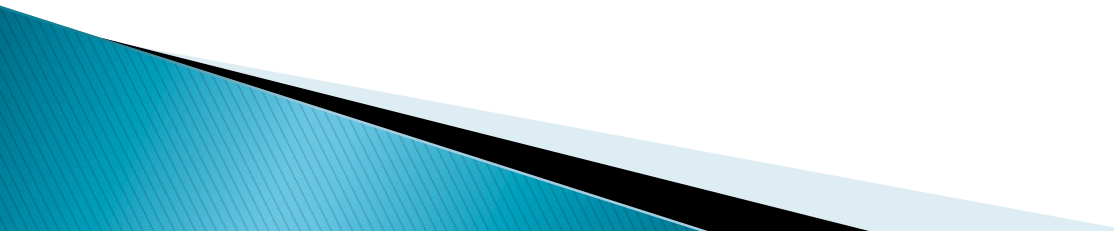
- ▶ 5. The strongest network has a LOT of strong teams with a LOT of strong leaders who think and act strategically.



Developing Teams, Developing Leaders

- ▶ Train local leaders to bring together passionate people into Teams
 - ▶ Create a plan to strategically engage Teams
 - ? – What creative roles can leaders take on within the strategy?
 - ? – How are leaders training other leaders to take on new roles and responsibilities?
 - ▶ Planning – Action – Reflection cycle
- 

5 Tips in Summary

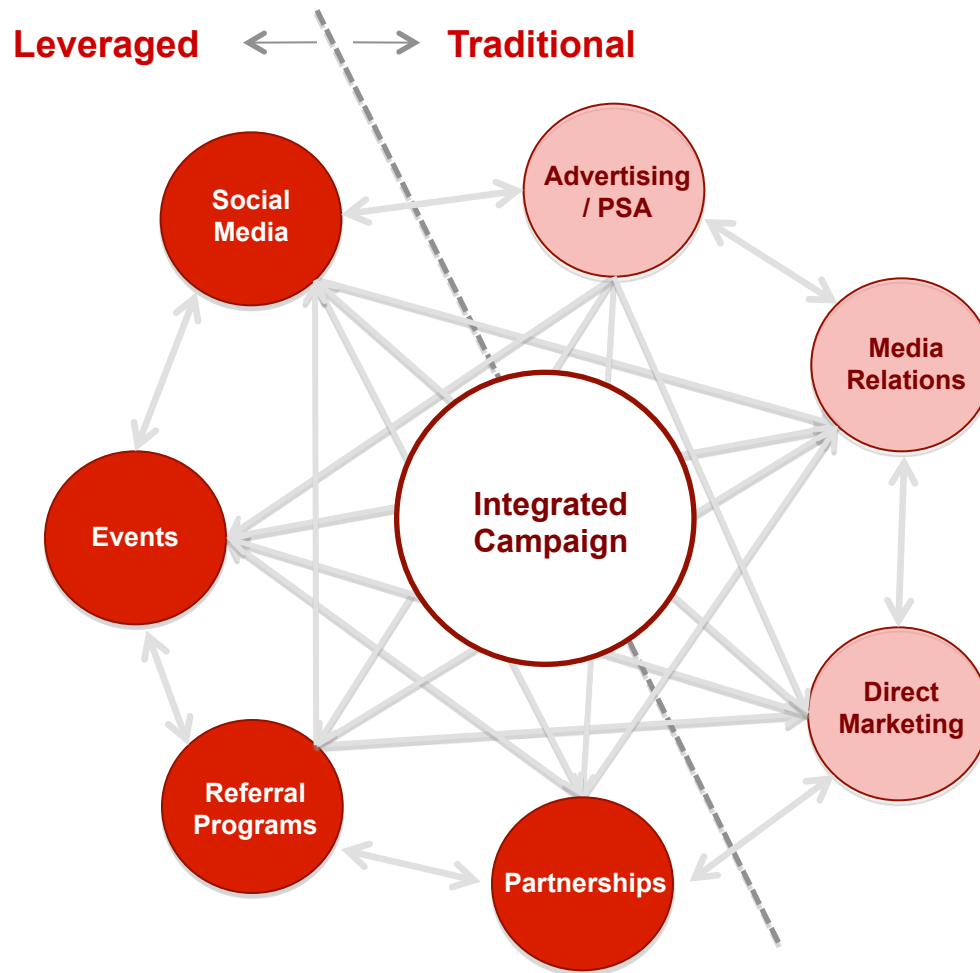
- ▶ 1. This is personal – people take action when connected in relationships by their stories
 - ▶ 2. You don't need to convince anyone – when people are passionate, they will advocate!
 - ▶ 3. Relationship Building > Invitation > Action
 - ▶ 4. Think Strategically = Choose an Issue, Develop a Strategy, Plan powerful Tactics
 - ▶ 5. Strong Network = Large # of people, lots of teams and leaders w/vision, relationships & roles
- 

Recruitment and Engagement – Media Channels

- Kiera McCaffrey, Reingold Media
- Jeremy Scott, Drinker Biddle & Reath
- Michael Kondratick, Capstrat Consulting

BEST PRACTICES IN GRASSROOTS ADVOCACY

An integrated marketing and communications campaign maximizes both traditional and leveraged channels



With social media, your home page isn't your home page anymore.



Find an allergist. Find relief.

Sponsored by the

ACAAI

American College of Allergy, Asthma & Immunology

Find an Allergist

Experts in the diagnosis and treatment of allergies and asthma

FOLLOW US

Allergies
Asthma
Living & Managing
Newsroom
Resources
Tools

PATIENTS & PUBLIC
ALLERGIES
TYPES OF ALLERGIES
DUST ALLERGY

Share
Facebook
Twitter
Print

Cockroach Allergy
Drug Allergies
Dust Allergy
Management Tips
Air Filters
Eye Allergies
Food Allergies
Insect Sting Allergies
Latex Allergy
Mold Allergy
Pet Allergies
Pollen Allergy
Ragweed Allergy
Rhinitis (Hay Fever)
Sinusitis
Skin Allergies
Other Allergies

House Dust Allergy

Many people recognize **allergy symptoms** such as a runny or stuffy nose, itchy, watery eyes and sneezing (allergic rhinoconjunctivitis) from dust exposure related to common household chores such as vacuuming, sweeping, and dusting. House dust exposure can also trigger **asthma symptoms** such as wheezing, coughing, chest tightness and shortness of breath.

- Read about allergy diagnosis factors
- Allergy skin tests and testing standards
- Learn how to manage indoor allergies
- Get the facts on mold allergies
- Get tips on minimizing your dust allergies

Dust allergy diagnosis

If you think you may have an allergy to any of the components of house dust, consult a board certified allergist-immunologist. To pinpoint the cause of your symptoms, the allergist will ask detailed questions about your work and home environments, family medical history, frequency and severity of symptoms, exposure to pets and a variety of other questions. Sometimes the history will reveal obvious triggers, like someone who develops symptoms every time they are around a certain animal. More often though, the history may suggest triggers, but it may not be obvious in identifying the exact ones.

James L. Sublett, MD

Sometimes the medical history may not suggest any triggers, yet allergy may be the cause. In this case, your allergist finds out what you are allergic to by doing skin tests. Skin tests involve either pricking the skin (prick tests) or injecting into the skin (intradermal tests) with different allergens and observing for a reaction. A positive reaction (a raised welt with redness around it) may indicate that you are allergic to that allergen. Occasionally, your allergist may order a blood test in addition to the skin test to confirm the diagnosis of allergy. The blood tests are generally less sensitive than skin testing.

Dust allergy treatment

Once your allergy triggers have been identified, steps should be taken to avoid them. Research has confirmed that targeted avoidance (environmental control aimed at relevant triggers) can be as effective as medications in reducing symptoms. The usual case requires targeted avoidance, medications prescribed by your allergist, and in many cases, specific **allergen immunotherapy (allergy shots)** to bring the problems under control.

Dust mite allergy

Dust mites (sometimes called bed mites) are the most common cause of allergy from house dust. They belong to the family of eight-legged creatures called arachnids that also includes spiders, chiggers and ticks. Dust mites are hardy creatures that live and multiply easily in warm, humid places. They prefer temperatures at or above 70 degrees Fahrenheit with a relative humidity of 75 percent to 80 percent. They die when the humidity falls below 40 percent to 50 percent. They are not usually found in dry climates.

High levels of exposure to dust mite are an important factor in the development of

ALLERGY SUCCESS STORIES

Read stories of people just like you. Learn how they found relief from allergy symptoms by visiting an allergist.

LEARN MORE >

MANAGE YOUR INDOOR ALLERGIES

Manage your indoor allergies. Learn room-by-room tips on managing allergens to help minimize your allergy symptoms.

LEARN MORE >

FIND AN ALLERGIST

An allergist is a doctor who has the specialized training and experience to find out what causes your allergies, prevent and treat symptoms, and help keep them under control. Find an allergist in your zip code and find relief.

LEARN MORE >

Find an Allergist

Top Allergy Content

- FOOD ALLERGIES
- SKIN ALLERGIES
- EYE ALLERGIES
- DUST ALLERGY
- LATEX ALLERGY
- SINUSITIS
- RHINITIS (HAY FEVER)

Top Asthma Content

- ASTHMA SYMPTOMS
- ASTHMA TREATMENT
- CHILDHOOD ASTHMA
- ASTHMA TRIGGERS
- ASTHMA SCREENING

Allergies
Types
Symptoms
Treatment
Other Conditions
Children
Seasonal
Asthma
Types
Symptoms
Treatment
Other Conditions
Children
Triggers
Screening

Stay Connected
Allergist Newsletter
Facebook
Twitter
Flickr
RSS
Social Media Tutorials

Top Content
Food Allergies
Skin Allergies
Dust Allergies
Dog Allergies
Cat Allergies
Pet and Allergies
Milk Allergies

Other Resources
Find an Allergist
Household Allergies
Seasonal Allergies
Ask Dr. Sans
Patient Stories
ACAAI Research
Letters to Web Editor

ACAAI.org
About the ACAAI
Members
Fellows in Training
Allied Health
Professional Alliance
ACAAI Foundation
Media, Sponsors & Partners

American College of Allergy, Asthma & Immunology © 2010

Content and page design should provide **focused content** and encourage users to **take key actions**.

64

Example:

Answering the challenge to end Veteran homelessness

Challenge: Support VA Secretary Shinseki's #1 mission to end Veteran homelessness by 2015 by conducting a communications and outreach campaign to raise awareness and secure partnerships.

Our Approach: Integrated communications campaign including advertising, media relations, local and national partnership outreach, social media, and event management and coordination to encourage homeless Veterans to call the homeless hotline.

Results:

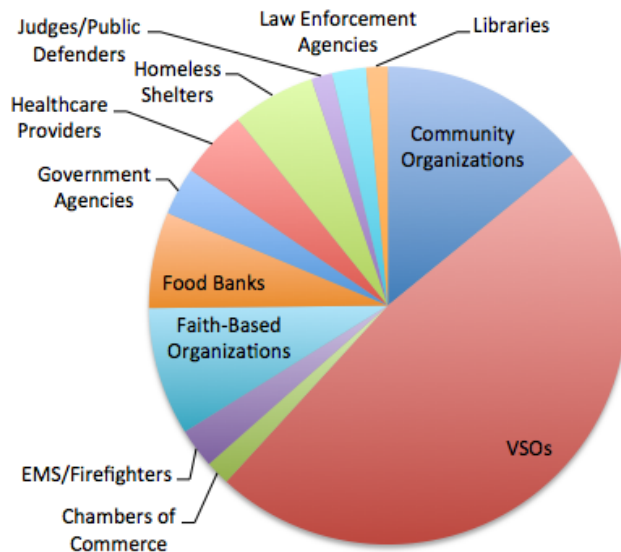
- 123% increase in year-over-year call volume
- 104% increase in online chat volumes
- 100% increase in website traffic
- Almost 4,500 national and local engaged partners



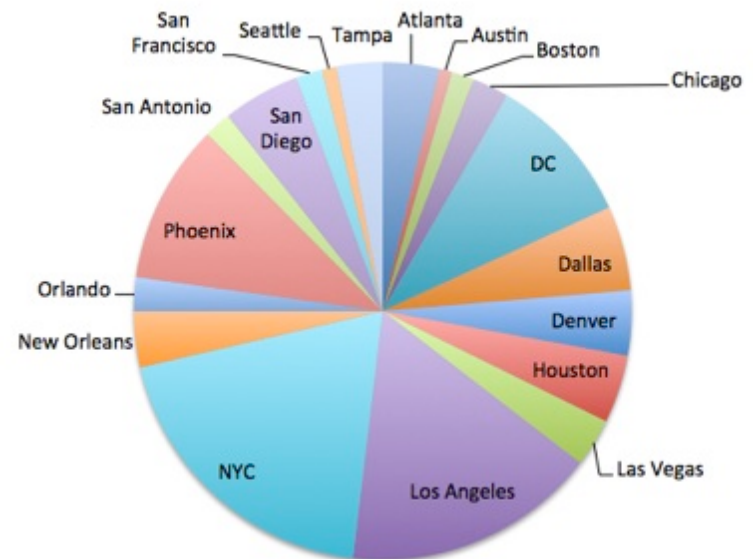
Education and outreach: VA Homeless Outreach

- We conducting outreach at both the national and local levels in 19 priority markets.
- We built a Web-based database that consultants can update to report outreach efforts and track outcomes.
- Data are viewable by organization types and by market to ensure that efforts are evenly applied to all audiences.
- This effort has resulted in an increase of almost 125% in year-over-year call volume.


Committed Partners By Type



Committed Partners By City



Integrated new media campaign: VA Homeless Outreach

 **Veterans Health Administration (VHA) – U.S. Department of Veterans Affairs**


You fought for our home. We'll fight for yours. VA offers comprehensive housing, jobs, health care, education, and other benefits and support you've earned. Make the call: Dial 1-877-424-3838 (1-877-4AID-VET) or visit <http://1.usa.gov/eC1rqp>

 1.usa.gov

Like · Comment · Share · Saturday at 8:35am via HootSuite

 William R. Suplicki, Janet Puglisi, Pamela J. Boger and 27 others like this.

 View all 4 comments

 **Paul Nega** What is Sherman Hospital doing with the old Sherman Hospital? Nothing, just making movies and the Greater Elgin Family Care Center moved into it.

But I've got a better idea. Give the hospital to the VA; yes, the Department of Veterans Affairs...


[See More](#)

Saturday at 10:59am ·  2 people

 **Mike McLaren** Someone should "fight" to NOT have an automated phone system that says "all our rep's are busy, please try your call again at a less busy time, goodbye" then HANGS UP on our VETERANS when they call!!! This makes me FURIOUS. It is SO disrespectful.


Saturday at 7:39pm

Get Help Now

 **Make The Call**

**DIAL 1-877-4AID-VET
(1-877-424-3838)**

Access VA's services for homeless and at-risk Veterans, available 24/7.

 **Chat Online**

Homeless Veteran Chat

Confidential, 24/7 online support for Veterans and friends
@VeteransCrisisLine.net

[Chat Now →](#)

To promote the Department of Veterans Affairs' campaign to end homelessness among Veterans, we integrated a suite of online outreach materials to allow for consistent messaging and greater reach.

 **VeteransHealth** Veterans Health


Are you a Vet facing homelessness? Make the call: Dial 1-877-424-3838 (1-877-4AID-VET), or visit 1.usa.gov/eC1rqp

14 Oct

 **VeteransHealth** Veterans Health

How will you help VA end [#Veteran #homelessness](#) by 2015? Get involved at your local VAMC, or in your community: bit.ly/b3LA5

13 Oct

 **Karen A.**

Branch of Service: Army
Rank: E-4 (Specialist)
Era of Service: OIF

Karen A. joined the Army in 1984 and served as an aviation supply clerk in Texas, Louisiana, and Colorado.

[See More of Karen's Story](#)

[Back to Top](#)

Contact

Kiera McCaffrey

Director, Reingold Inc.

www.reingold.com

kmccaffrey@reingold.com

202-559-4436



Prevent Cancer Foundation Workshop

Thursday, July 18, 2013

Drinker Biddle

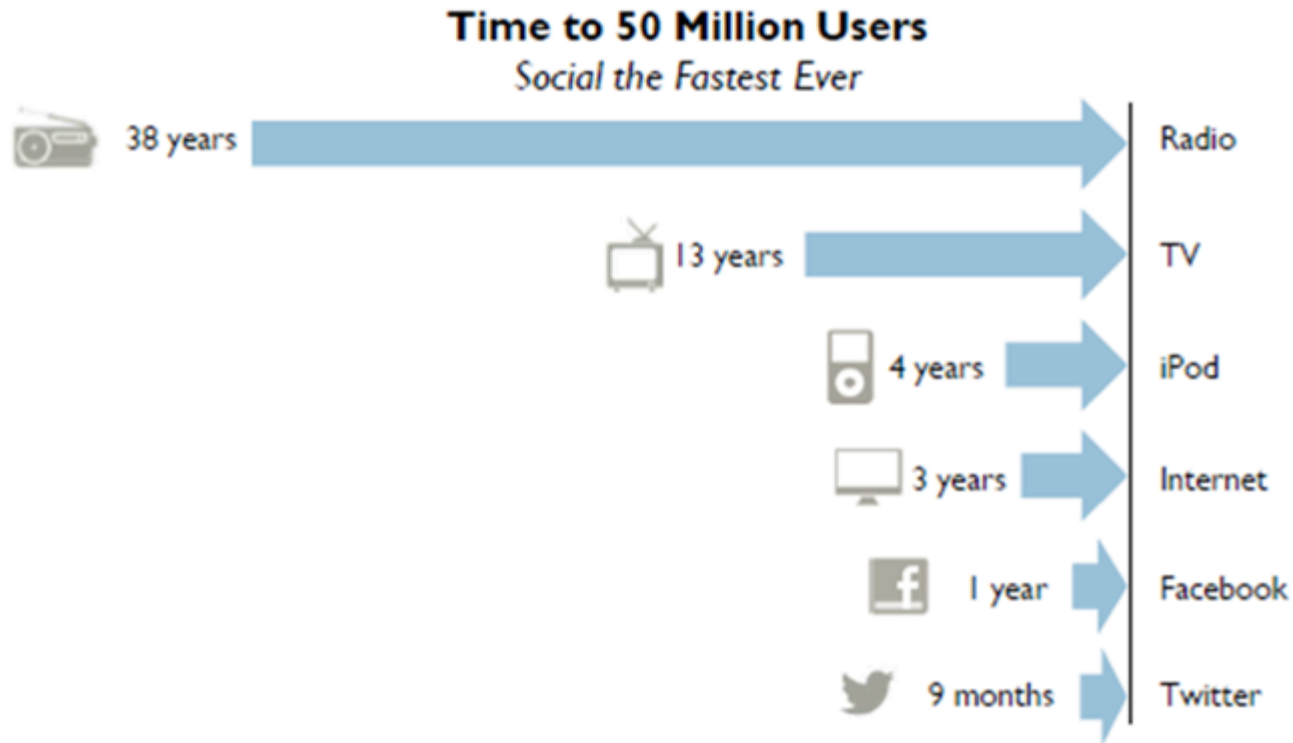
What is Social Media?



- > Web-based platform that blends technology with social interaction.
 - Direct, two-way communication between individuals, communities, organizations, policymakers, and media
 - Immediately visible
 - Instant feedback



Power of Social Media



Source: McKinsey Global Institute, "The social economy," 2012; images by the Noun Project; The Conversation Prism by Brian Solis and JESS3; National Journal Membership Research interviews and analysis.

Does Congress Use Social Media?



- > All 100 Senators and 90% of Representatives are on Twitter
- > 64% of staff surveyed think Facebook is an important tool for understanding constituents' views and opinions
- > 42% of staff surveyed think Twitter also is important
- > twitter.com/cspan/members-of-congress/members

“We continue to explore new ways to use technology to reach out to our constituents. Social media is less expensive and reaches a broader audience so we plan to expand our use.”

-Senate Administrative Director

Congressional Management Foundation, “Perceptions and Use of Social Media on Capitol Hill” http://www.congressfoundation.org/storage/documents/CMF_Pubs/cmf-social-congress.pdf

Why Does Congress Use Social Media?



- > Members can control their message
- > Makes Members more responsive to their constituents
- > Enables Members to reach new people
- > Enables Members to have more meaningful interactions with constituents
- > Eliminates media as the moderator/gatekeeper

“There are two different goals for communication – responding to those who are already engaged, and getting your message to those who aren’t paying attention. Those goals aren’t often met with the same techniques, but offices need to develop strategies for each.”

-House Chief of Staff

Congressional Management Foundation, “Perceptions and Use of Social Media on Capitol Hill” http://www.congressfoundation.org/storage/documents/CMF_Pubs/cmf-social-congress.pdf

Facebook



> Advantages

- Comment on posts
- Hear about events or town halls
- Learn about priorities for the Member
- Don't have to be a constituent
- “Share” content

> Disadvantages

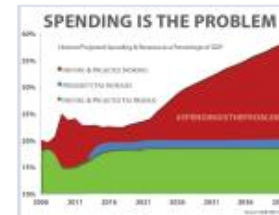
- Cannot post on Member's wall to create new dialogue
- Not instantaneous



John Boehner shared a link.

December 14, 2012

Here's a copy of a House Budget Committee chart I used at a press conference yesterday to show how Washington's spending problem threatens our future. As you can see, the president's fiscal cliff plan does nothing to address runaway spendi...[See More](#)



Spending is the Problem

www.aei-ideas.org

Like · Comment · Share

2,620 24,446 625



John Boehner

November 28, 2012

Democratic leaders want to raise tax rates on small businesses instead of cutting spending to avert the fiscal cliff. That is not the "balanced" approach that was promised to the American people for dealing with the debt. Where are the Democrats' spending cuts?

Like · Comment · Share

9,736 21,882 1,218

Twitter



twitter



> Advantages

- Faster breaking news
- Easy way to get message out
- Instant commentary
- Identify advocates and others who care about your issue
- No/low cost

> Disadvantages

- Fast paced
- Only 140 characters
- Never fully deleted from the Twittersphere



Twitter Best Practices

- > Learn the vocabulary/short-hand
 - RT/MT
 - Hashtags
 - #FF
 - ICYMI
- > Use a period before a mention if you want all your followers to see it (.@JerRScott)
- > Try not to use all 140 characters
- > Keep your avitar “avi” consistent

Anatomy of a Tweet



What is said....



A **mention**, the “@” symbol, engages other tweeters in the conversation. The tweet shows up in the mentioned user’s feed.

A **hashtag** (#) is used to categorize tweets. It optimizes search by highlighting the most important keyword and links the tweet to the larger conversation about a particular topic.

To link to a website, a shortened URL is used to fit Twitter’s 140 character limit.

... and what is meant



Source: National Journal Membership Research interviews and analysis.

WHY??



- > GOAL 1: To amplify and disseminate your message
- > GOAL 2: Create the conversation
- > GOAL 3: Engage others

How This Benefits Your Organization



- > Direct connections with elected officials & your members
 - Opportunities to make new connections
- > Opportunities for rapid response
- > Direct connections with constituents/other opinion leaders
- > Free visibility to a wide audience to elevate your issues and priorities

How YOU Can Amplify...



- > Spread the message
 - Show your subject expertise, and become a resource to others
 - Build coalition with local constituents, activists and media
 - Micro-target communications (to a specific group, person, etc.)
 - Add to conversations, move them in a desired direction
 - Highlight facts and stories

How YOU Can Amplify...



> Drive Action

- Broadcast calls to action
- Inform supporters (of anything) quickly
- Facilitate “virtual lobbying” (petitioning, email outreach, etc.)
- Help prepare followers with good information for their own conversations (online or off)
- Highlight overlooked issues

How Can YOU Use Social Media to Advocate Effectively?



- > Always “mention” whenever possible
- > Use hashtags effectively
- > Engage in Twitter town halls
- > Tweet/post pictures and links
- > Create a campaign through Twibbon
- > Thank elected offices for cosponsorship, votes, meetings, etc
- > Push out action alerts and information to your advocates

Twibbon



- > Twibbon is like a bumper-sticker for your twitter avi.
- > Twibbon is used to promote a cause on twitter by overlaying an image on your profile picture to show your allegiance to the twibbon cause.
- > www.twibbon.com

TweetReach



- > TweetReach makes it easy to measure your Twitter campaigns so you can demonstrate real results.
- > TweetReach tells you who's talking about it, how many people saw it, and who those people are.
- > Use TweetReach to analyze tweets about your hashtag; get in-depth social analytics on reach, exposure, tweets and contributors.
- > www.tweetreach.com

#SoundOff



- > #SoundOff is a tool created by HeadCount (a nonpartisan organization) that will direct Twitter messages to your elected officials.
- > Send tweet to your elected Representative & Senators through your zip.
- > Create a campaign using a hashtag.
- > www.soundoffatcongress.com

“Social media is the number one forum for political discussion, but very little of that discussion reaches people in power. By directing the conversation at elected officials, we can make Twitter a potent tool to influence policy.”

-#SoundOff by HeadCount

Dos and Don'ts



- > Do follow people who move the conversation forward through expertise and etiquette
- > Don't simply push talking points/rhetoric, make it accessible, useful, and meaningful
- > Don't flaunt your credentials but don't hide your biases either
- > Do state your point, but don't engage in arguments



More Dos and Don'ts

- > Do post a avi photo – people are skeptical of “eggs”
- > Don't always make it work stuff – keep it clean/appropriate, but make sure you're a person
- > Don't tweet the same message over and over
- > Do be genuine, interesting, plain-spoken
- > Don't tweet just to tweet – make sure it has a purpose
- > Do try to tweet regularly

Key Points



- > Don't fear Twitter and other social media
- > It's not that complicated
- > And, make it work it for your purposes (outreach, education, advocacy, marketing)
- > Can't use it if you're not doing it
- > Follow and observe for a while to "get the hang of it"
- > Have fun – enjoy being retweeted and mentioned



How to Reach Us

Jeremy Scott, MA
jeremy.scott@dbr.com
[@JerRScott](https://twitter.com/JerRScott)
(202) 230-5197

Drinker Biddle:

Website:

www.drinkerbiddle.com

Blog:

www.capitolhealthrecord.com

Twitter: [@DrinkerHealthGR](https://twitter.com/DrinkerHealthGR), [#dewonkify](https://twitter.com/dewonkify)



The Art of Modeling

Mike Kondratick

Capstrat

July 17, 2013

Not That Type of Modeling

capstrat



Using Modeling to Create This

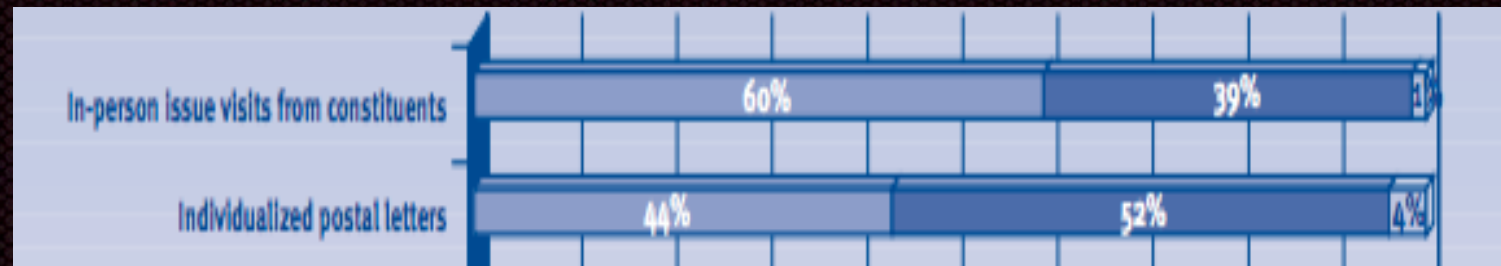
capstrat



To Deliver Offline Advocacy Impact...

capstrat

Influences on Member Decision-Making



A lot of influence



Some influence



No influence at all

Source: CMF

...On a Small Scale

capstrat

Fewer high quality, personal, targeted contacts beats big numbers almost all of the time.

“One compelling story from a constituent is far more valuable than ten template letters.”

– COMMUNICATIONS DIRECTOR

Source: ‘Advocacy Gap’ research.

An Epic Challenge

capstrat

25%

‘Willing to contact my political
representatives by phone, mail, or in person’

Source: *Digital Persuasion: How Social Media Motivates Action & Drives Support for Causes.*
Waggener Edstrom and Georgetown University

More Personal = More Daunting

capstrat



Obama: Opportunities & Obstacles

capstrat



- Opportunity
 - Data/targeted sharing
- Obstacles
 - Lots of content creators
 - The campaign ends
 - Ultimate action is anonymous

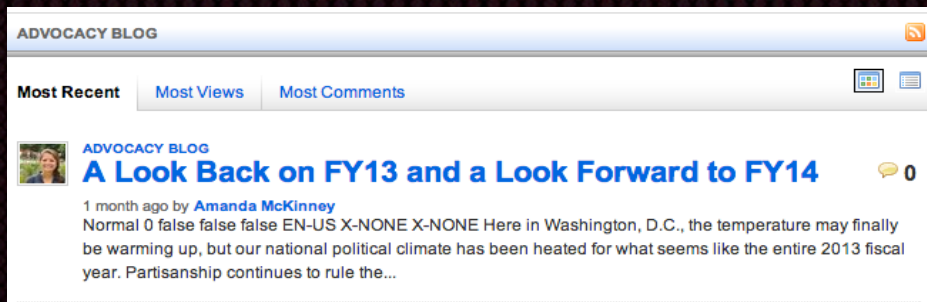
The Online Toolset



Facebook



Email/CRM



Advocacy Blog



Twitter

Modeling Relationships of Trust

capstrat

- Use visual communications
 - Pictures, video, live streaming
- Personalize as much as possible
 - Emails, blog posts, FB updates, etc.
- Look for opportunities for human interaction
 - Calls and thank you notes from staff
- Translate the mundane into the extraordinary
 - Content needs to be relevant and consistent

Modeling Activism

capstrat

- Connect engaged online activists w/local champions
- Local champs are critical
 - Going through the same personal challenges
 - Have derived benefits from advocacy engagement
 - Provide a conduit for building personal relationships w/legislators
- Key comms hurdles overcome:
 - Program personified
 - Leaders will always be more persuasive than staff
 - Content production burden is lightened
- Must provide leaders w/necessary comms tools!

Case Study: MN United for All Families

capstrat



Modeling Activities

capstrat

- Provide opportunities to practice aspects of personal legislator meetings
- Local community outings
 - Local advocate meet-ups
 - Don't need to discuss advocacy!
 - Attending a fundraising walk to work advocacy table
- Legislator staff contact
 - Complete visits with members' staff
 - Complete staff calls

Creating a Communications Ripple

capstrat





Thank You!

Mike Kondratick
mkondratick@capstrat.com



mkondratick

@MikeKforVA

Breakout Sessions – Putting Ideas into Practice

BEST PRACTICES IN GRASSROOTS ADVOCACY

DISCUSSION

BEST PRACTICES IN GRASSROOTS ADVOCACY

Genentech

IN BUSINESS FOR LIFE



GlaxoSmithKline

Lilly



NOVARTIS

Bristol-Myers Squibb

TEVA