

STORY + DATA → ADVOCACY

How to use your expertise and experience to influence policy



Who are we?

Jenna Gormal

Director of Public Policy and Systems

Change

Abby Swetz Policy and Systems Analyst





What are we doing today?

- Examine
- Craft
- Practice



But first...

- Growth Circles
- Show of Hands



Yes, you can lobby.*

Lobbying is "the practice of attempting to influence legislative or administrative action by oral or written communication"... aka when you make an ASK.

As an employee of a 501c3 in WI, you can...

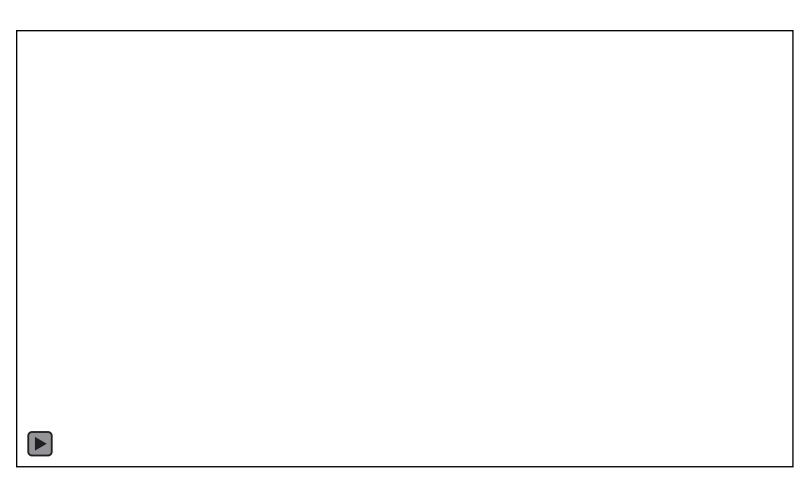
- Lobby YOUR OWN rep/senator unlimited times.
- Lobby any other reps/senators 4x per ½ year.

*Most grants do not allow lobbying time to be charged to them.



Storytelling as Advocacy

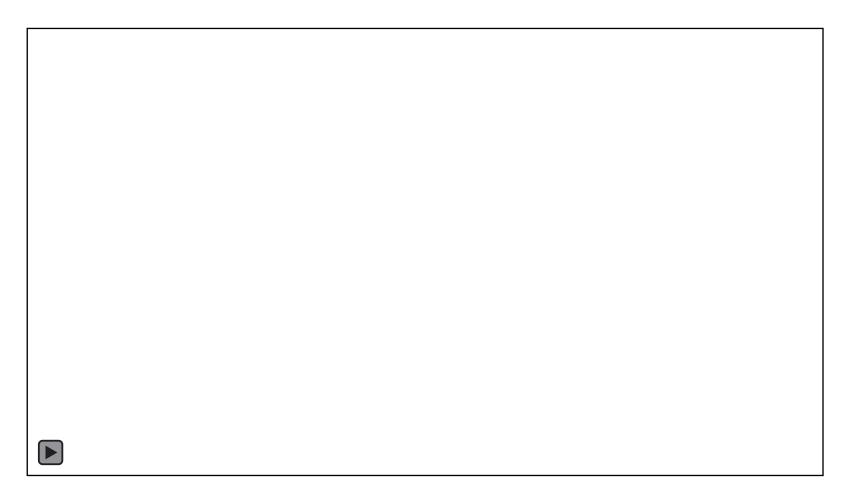
Jonathan Sanchez Sanchez and The Story





Storytelling as Advocacy

Isabel Bueso and The Ask





Storytelling as Advocacy

It worked.





Stalking Public Hearing Testimony

End Domestic Abuse Wisconsin 1400 E. Washington Avenue, Suite 227 Madison, Wisconsin 53703 Phone: (608) 255-0539 abbys@endabusewi.org



To: Members of the Assembly Committee on Criminal Justice and Public Safety

Date: August 22nd, 2019

From: Abby Swetz, Policy and Systems Analyst, End Domestic Abuse Wisconsin

Re: AB 259 - Relating to Stalking



Story + Data → Advocacy

- What is the ASK?
 - CIRCLE
- What is the story?
 - STAR
- What is the data?
 - UNDERLINE



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BREAK (and homework)

After break, we'll be grouping into regions/reps/senators... https://legis.wisconsin.gov/





Story + Data → Advocacy

- What is your ASK?
 - Use the bills provided.
- How does your experience inform WHY you want this ASK?
 - What is essential to include?
 - Service Provision Story?
 - Lived Experience Story?
 - Data?



Story + Data → Advocacy

- ASK Options
 - Homeless Assistance Program
 - AB123/SB119
 - Homeless Prevention/Diversion
 - AB124/SB144
 - Housing Navigation
 - AB121/SB120



Story + Data → advocacy

- Your lasting impression...
 - Consider materials to leave.
 - At a hearing, it's your testimony.
 - For a visit, it could be supplemental materials.
 - Example: There's No Place Like Home report

How do you want the world to be different?

Your Issue



Your Essential Experience





Your "ASK"



Your Lasting Impression

Hearing Testimony (or conversation with a legislator/staffer)



Visit

order to write	Introductions	Thank you for meeting with me today	Name Organization Role
1	Your Issue	I am here today because	
3	Your Essential Experience	I want to give you some more information about my experience in this work.	
2	Your "ASK"	My request of you is	
4	Your Lasting Impression	Please remember	
	Conclusion		Thank you again for meeting with me today. I look forward to working together.



Testimony

Public Hearing Testimony

Committee	
Location	
Date	
Time	
Bill #	
Bill Topic	re:



Work Time

- Create groups based on region/reps/senators.
- Decide on your ASK (which bill).
- Use the provided templates to craft...
 - Legislative Visit
 - Hearing Testimony
 - You will need your own copies of both.



Anticipating?s...

Pretend you know nothing about this topic...

- What questions would you ask after hearing this testimony?
- What questions might come up in a conversation about this topic?
 - Write these questions on your index card.



LUNCH (and homework)

As you leave for lunch...

- Find your bill (your ask).
- Under your bill...
 - Write your reps/senators' name(s).
 - Write your names.



Practice!

- Visit with Jenna
- Hearing Testimony with Abby
- SWITCH after 30 minutes



Go Forth and Change the World!

And consider joining the Public Awareness and Advocacy Committee!

Contact Noel Halvorsen noel@nwgreenbay.org



End Domestic Abuse Wisconsin: The Wisconsin Coalition Against Domestic Violence

www.endabusewi.org



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