



# STORY + DATA → ADVOCACY

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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  
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Madison, Wisconsin 53703  
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[abbys@endabusewi.org](mailto:abbys@endabusewi.org)



To: Members of the Assembly Committee on Criminal Justice and Public Safety  
Date: August 22<sup>nd</sup>, 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/rep/senators... <https://legis.wisconsin.gov/>

The screenshot shows the homepage of the Wisconsin State Legislature website. At the top, there is a header with the Wisconsin State Capitol dome logo and the text "WISCONSIN STATE LEGISLATURE". Below this is a navigation bar with links: HOME, SENATE, ASSEMBLY, COMMITTEES, SERVICE AGENCIES, and HELP. A search bar is located on the right side of the header. The main content area features a large mural of a bearded man holding a tablet, with the word "LEGISLATION" above him. To the right of the mural is a sidebar with links: Today in the Legislature, Senate, Assembly, Law and Legislation, Administrative Rules, and More Information. Below the mural, there is a section titled "NOTIFICATION SERVICE" and another titled "WHO ARE MY LEGISLATORS?". The "WHO ARE MY LEGISLATORS?" section includes a text input field for "Enter your address", a "Find Your Legislator" button, and a "Find by Map" button with a magnifying glass icon. A large purple arrow points from the text "Finding your senator and rep" to the "Find Your Legislator" button.

WISCONSIN STATE LEGISLATURE

HOME SENATE ASSEMBLY COMMITTEES SERVICE AGENCIES HELP

Search everything here Search

LEGISLATION

Today in the Legislature

Senate

Assembly

Law and Legislation

Administrative Rules

More Information

NOTIFICATION SERVICE

WHO ARE MY LEGISLATORS?

Enter your address

Find Your Legislator

Find by Map

Finding your senator and rep



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

# Testimony

## Public Hearing Testimony

Committee	
Location	
Date	
Time	
Bill #	
Bill Topic	re:

# Work Time

- Create groups based on region/regs/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](mailto:noel@nwgreenbay.org)

# End Domestic Abuse Wisconsin: The Wisconsin Coalition Against Domestic Violence

[www.endabusewi.org](http://www.endabusewi.org)



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