

# Advocacy 101

Rebecca Zimmermann, Arkansas Advocates for Children and Families



# Objectives

- Understand the difference between advocacy and lobbying
- Learn different advocacy methods and best practices
- Learn tips on how to effectively communicate with your policymakers in order to create positive change



# Advocacy vs. Lobbying

# Stories of Success

- Expanded time for recess
- Banned the use of corporal punishment in schools for students with certain disabilities
- Dreamer tuition bill
- Juvenile justice reform

# The Advocacy Process

1. Choose the Issue
2. Create a Strategy
3. Build Bridges & Networks
4. Form a Coalition
5. Take Action





## Arkansas Advocates for Children and Families

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The federal Earned Income Tax Credit helped Sara and Creed make necessary home repairs. It helped Chonda further her education while she worked. Twenty-nine states and Washington, D.C., have an EITC that builds on the federal credit, because it's a program that encourages work and helps families meet their needs. More than 300,000 Arkansans would be eligible for a state EITC, putting millions of dollars back into local economies.



# Ways to Advocate- Social Media

## Earned Income Tax Credit



# Ways to Advocate- Peer-to-Peer Phone Tree





Ways to Advocate- | Warranty of  
Grassroots | Habitability





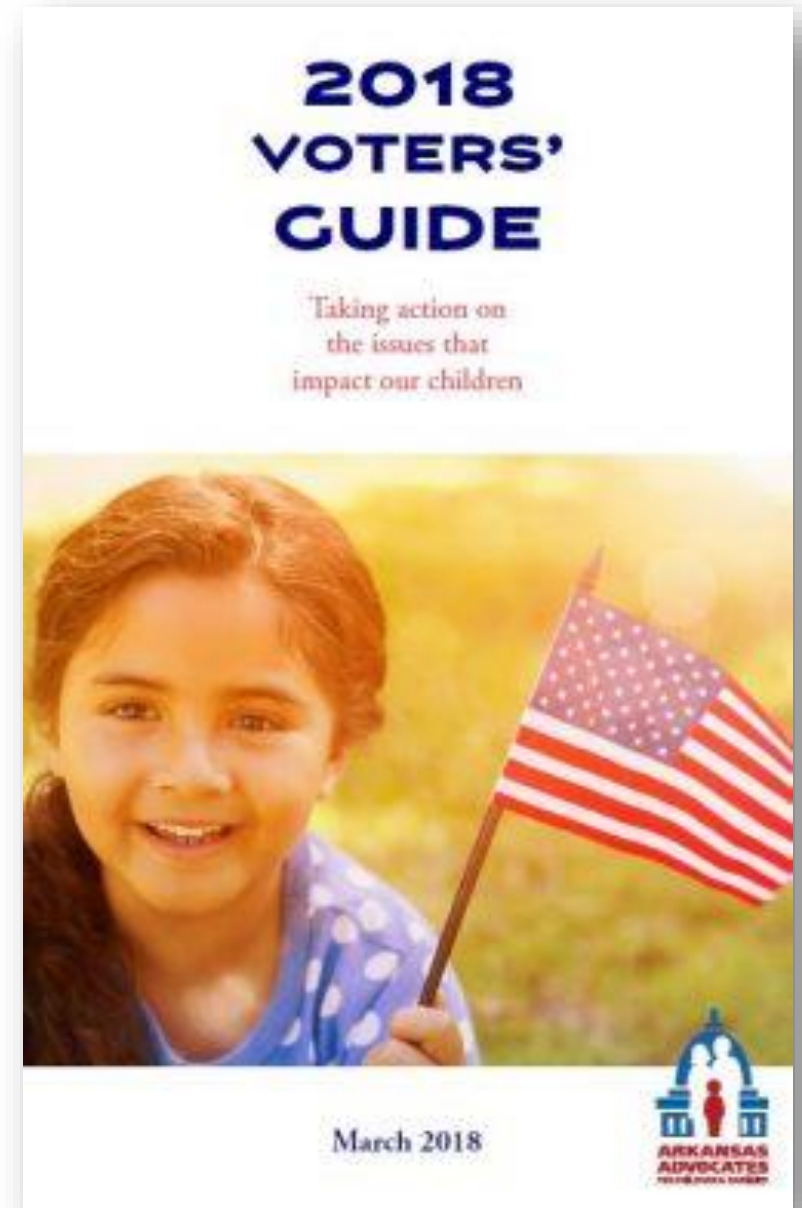
# Ways to Advocate- Administrative Adequacy

# Ways to Advocate- Legislative

## Early Educator Tax Credits



# Ways to Advocate- Electoral Voter Guide



1

Make an appointment.

2

Do your homework.

3

Make your case – succinctly.

4

Know the bill number.

5

Leave them with something – a one-pager, pamphlet, etc.

6

Follow up and say thank you.

7

Don't be a stranger!

# How to Talk to Your Legislator



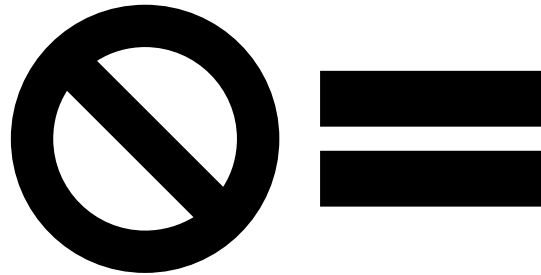
# Twitter

- ARGeneralAssembly ❤️ #arpx
- Learn where the legislators stand on an issue
- Get news on the issues
- @ legislators
- Call others to action
- Show your action



# Don't Be a Troll!

Remember: Be patient, persistent, and respectful



# The 2020 Census



- Arkansas receives almost \$10 billion of funds/year based on Census
- Largely online for first time
- Over 600,000 Arkansans are considered hard-to-count, including people with disabilities
- Wherever you live April 1<sup>st</sup> is where you need to be counted
- Arkansas Counts-  
<http://arkansasimpact.org/arkansas-counts/>



Thank you!!!!

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Questions????