



everychild.one voice.

Advocacy Techniques

The most effective way to reach lawmakers is in their home districts. Visit their district offices, call them about issues and invite them to your schools

Make sure to call ahead and make an appointment

Know your issue. Get the facts, do your research about the issue as well as the lawmakers' position before meeting with them

Prepare a **brief** handout to leave behind to remind them of your issue. Include any data and research that may be relevant.

Be brief and to the point. Use real examples whenever possible, particularly from the lawmakers' district or community

Be courteous, consistent and concise while making your point.

DO NOT ARGUE—persuasion is the key to winning lawmakers to your side

Advocacy efforts need to be ongoing and continuous contact with legislators reinforces your efforts and helps solidify support for your issue

Get to know the staff in the office of the lawmaker. They study the issues and are often more familiar with them.

If you do not have the answer to a question, tell them that you or someone from PTA will get back to them with the answer

Follow up and make sure that this information is provided to the lawmaker

Always follow up with a thank you note or call to the lawmaker and staff

Remember, you do not need to be an expert on the issues. Speak from the heart as an advocate for children.