



Advocacy in Action

Presented by the National Network for Youth

March 25, 2020

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Welcome



The Agenda

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**Welcome
and
Introduction**

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**Current Congress and the
Value of Constituent
Advocacy**

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**ROAR Advocacy
Strategies and
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**Strategic
Storytelling**

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**Building
Relationships**

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Q&A



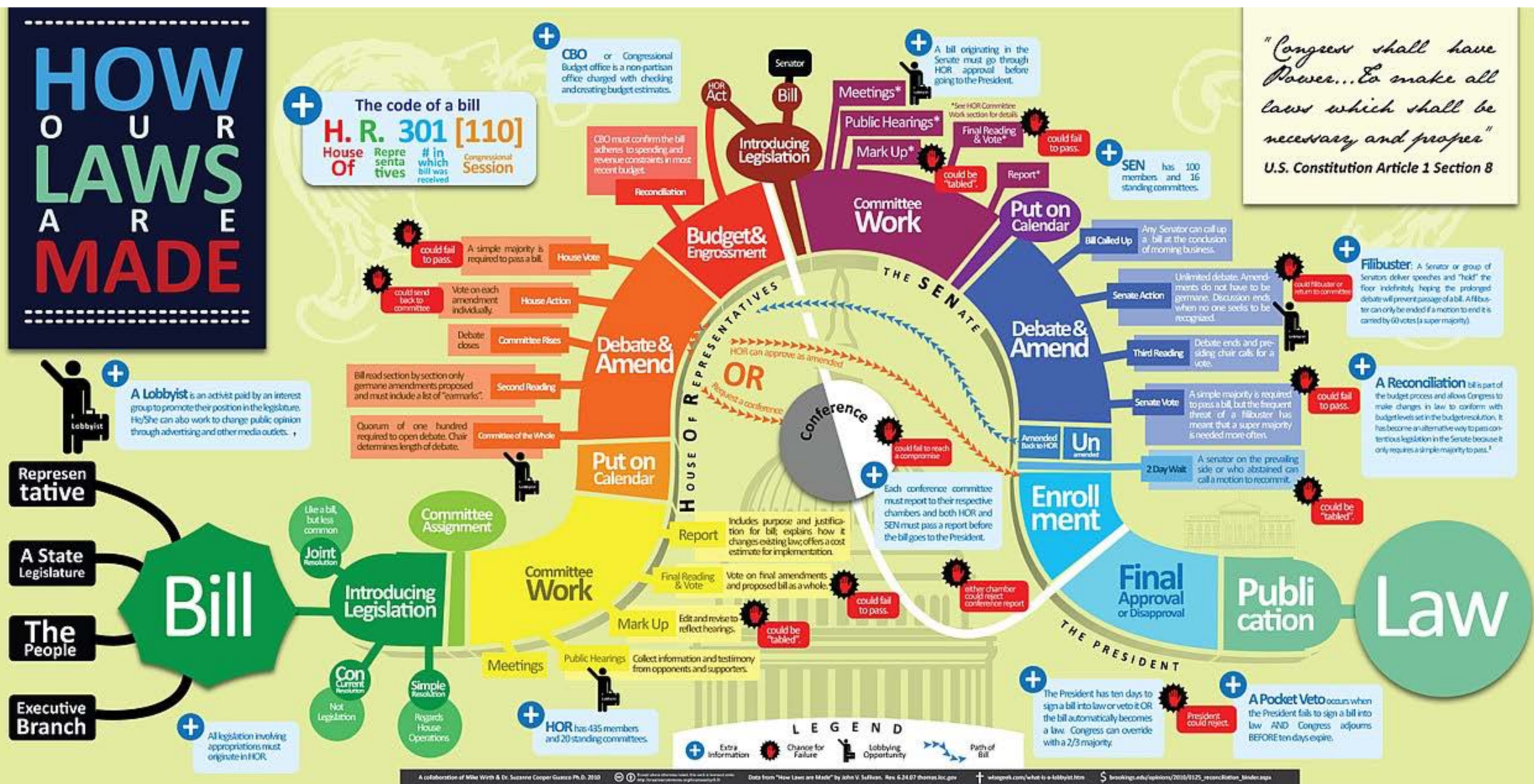
Current Congress and the Value of Constituent Advocacy

How Does Congress Work?

HOW OUR LAWS ARE MADE

"Congress shall have Power...To make all laws which shall be necessary and proper"

U.S. Constitution Article 1 Section 8



The Value of Constituent Advocacy

COMMUNITIES INFORM CONGRESS

What We Share with Policymakers Matters





2

What Do Members of Congress Do?

- Make laws;
- ****Provide for the general welfare;**
- Raise revenue, authorizing & appropriating federal funds, and managing the federal debt



2

Polymakers Represent Us

- Understand constituency demographics, trends and needs
- Engage constituents in public policy

Our Voices, Stories and Experiences Matter

- As advocates, we have an important role to play in the creation and movement of public policy.
- Our voices, stories, and experiences can help to shape, inform and guide public policy.
- Think about your work as part of the YAB - what experiences can you tap into and bring to the upcoming virtual meeting with federal policymakers?

**Federal Policies Are Guided and
Informed by Advocates and Communities**

The Value of Constituent Advocacy

COMMUNITIES INFORM CONGRESS

What We Share with Policymakers Matters

- ✓ Experts with direct experience..
 - ✓ Advocates with solutions..
 - ✓ Help to shape different ways issues are examined and policies developed..
- ✓ Public policy creation



RUNAWAY AND HOMELESS YOUTH PROGRAMS

SERVING YOUTH ACROSS URBAN, RURAL AND TRIBAL COMMUNITIES



BASIC CENTER PROGRAM

Provides short term housing crisis intervention services, reunification when safe and stable, education, treatment, counseling and referrals.



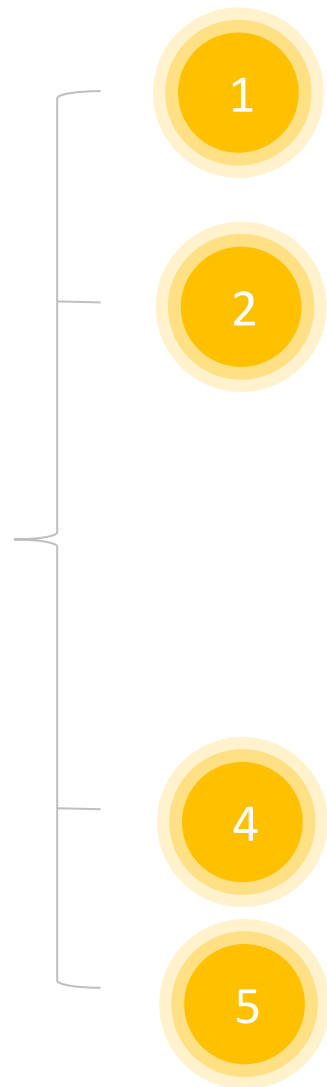
STREET OUTREACH PROGRAM

Street based education and outreach services. Provides education, treatment, counseling referrals to vital services and follow-up support.



TRANSITIONAL LIVING PROGRAM

Provides longer term housing with supportive services geared towards independent transitions (education, workforce development, and budget/finances). TLPs also include Maternity Group Homes for pregnant and parenting youth.



R.O.A.R. *Advocacy Strategies and Tactics*

ROAR: Advocacy Strategies and Tactics

- R - Research: Learn about your Member of Congress.
- O - Outreach: Reach out to schedule a meeting.
- A - Advocacy: Uplift real-life issues that are happening in your community.
- R - Relationship Building: Invest in young people through programs and services. Co-sponsor the Runaway and Homeless Youth and Trafficking Prevention Act.

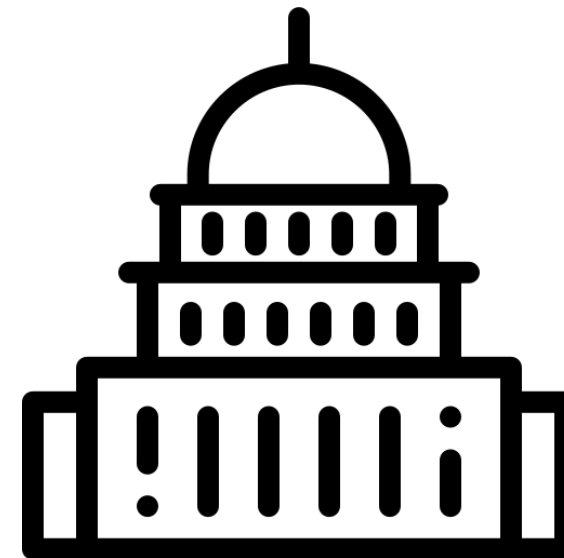
2020: Big Issues in this Election

Time of the year, big issues, election season

- Health, education, the economy (income distribution and wealth in the U.S., and the federal budget)
- 36 dozen House members are not seeking reelection

2020 Projections

- House: 230 projected House Democrats,
- 196 projected House Republicans and 9 toss-up races
- Senate: 46 projected Senate Democrats, 51 projected Senate Republicans, and 3 toss-up races



Reminders when
VIRTUALLY MEETING WITH YOUR
MEMBER OF CONGRESS

INTRODUCE YOURSELF

REMINDERS

Your name:

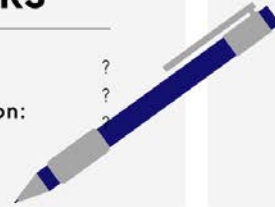
?

Your organization:

?

Your role(s):

?



SHARE YOUR ASK

REMINDERS

Invest in youth:

Co-sponsor

RHYTPA:

SHARE A STORY

REMINDERS

beginning:

middle:

end:

CIRCLE BACK TO YOUR ASK

REMINDERS

Invest in youth:

Co-sponsor

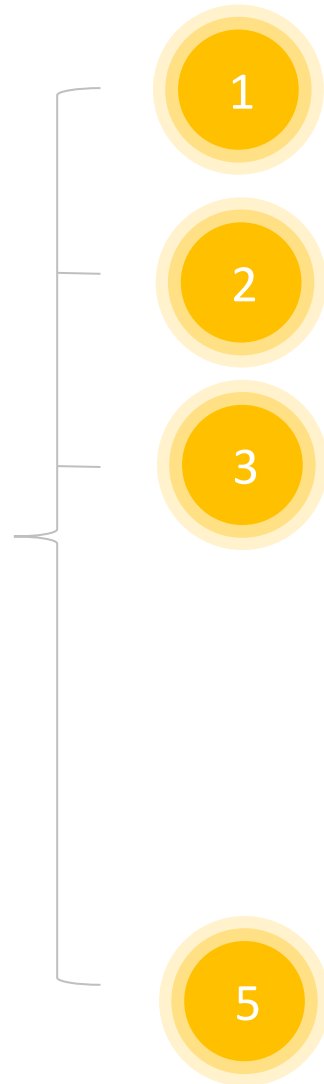
RHYTPA:

TAKE NOTES

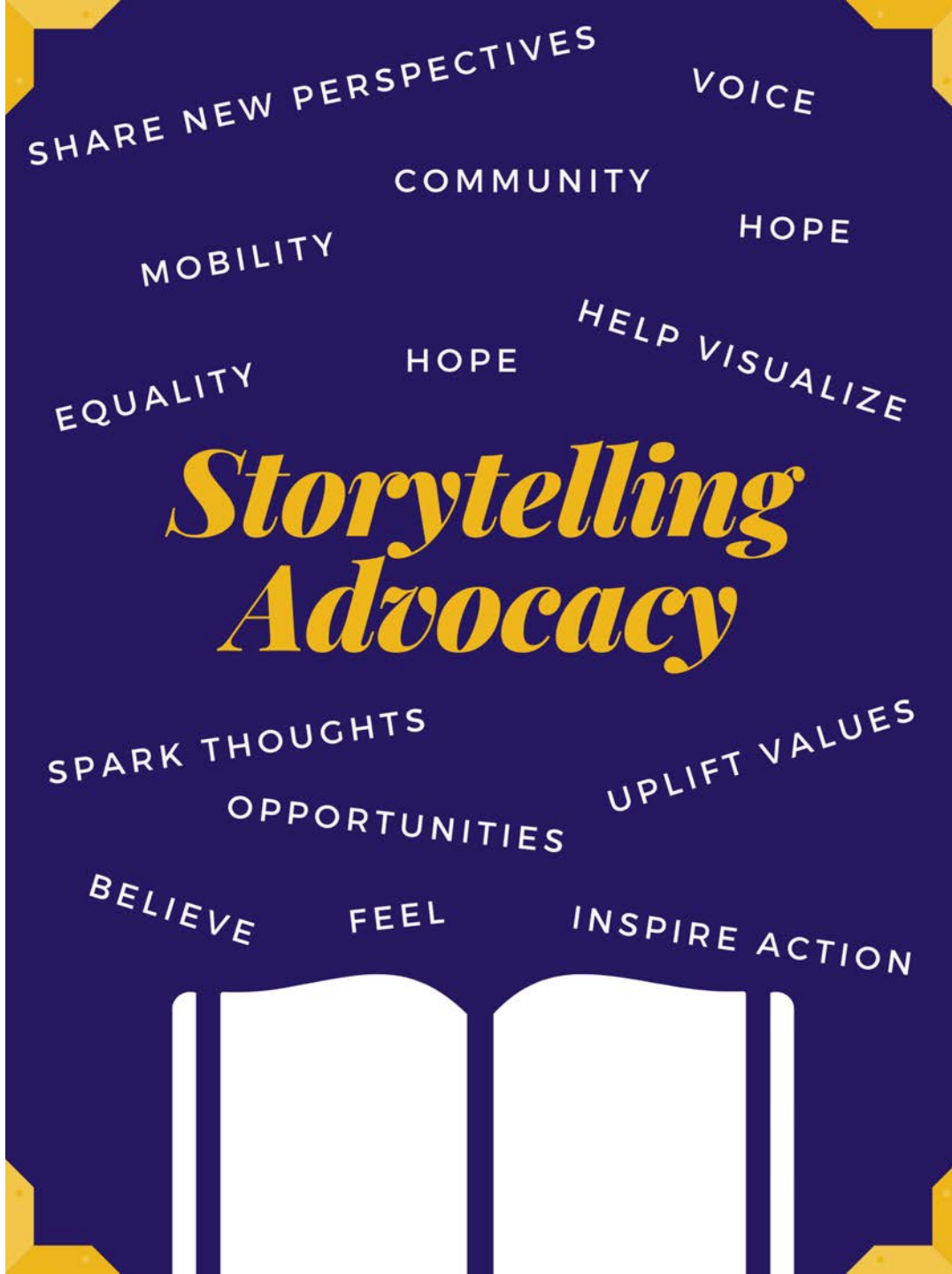
REMINDERS

Questions?

Follow-up?



Strategic Storytelling Advocacy



Storytelling Advocacy

SHARE NEW PERSPECTIVES

VOICE

COMMUNITY

MOBILITY

HOPE

EQUALITY

HOPE

HELP VISUALIZE

SPARK THOUGHTS

UPLIFT VALUES

OPPORTUNITIES

BELIEVE

FEEL

INSPIRE ACTION

Connecting Through Storytelling Advocacy

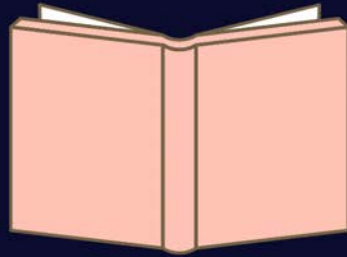
- **Storytelling is the best tool we have when trying to connect with people to care about the issues we care about.**
- **People are more likely to remember when they receive information in “narrative form” (through a story).**
- **Think about the last time you heard an inspirational story, watched a TED talk or saw a segment on the news about someone making a difference in their community? (The anchor in all these examples is that they’re usually grounded in a story that makes us feel a certain way.)**
- **Stories have the unique power to share new perspectives and even convey new narratives.**
- **How can we influence others through our stories?**





“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel,”

Maya Angelou



Strategic storytelling advocacy helps create conversations and build connections. It's a way to open the doors to new relationships, allies and partnerships.



HEART

Who are you sharing your story with? What story will you tell? What values do you want to uplift in the story you share?



MIND

Connect the dots between your story and the issue that you want a policymaker to take action on. (Share examples from the community. Talk about data.)

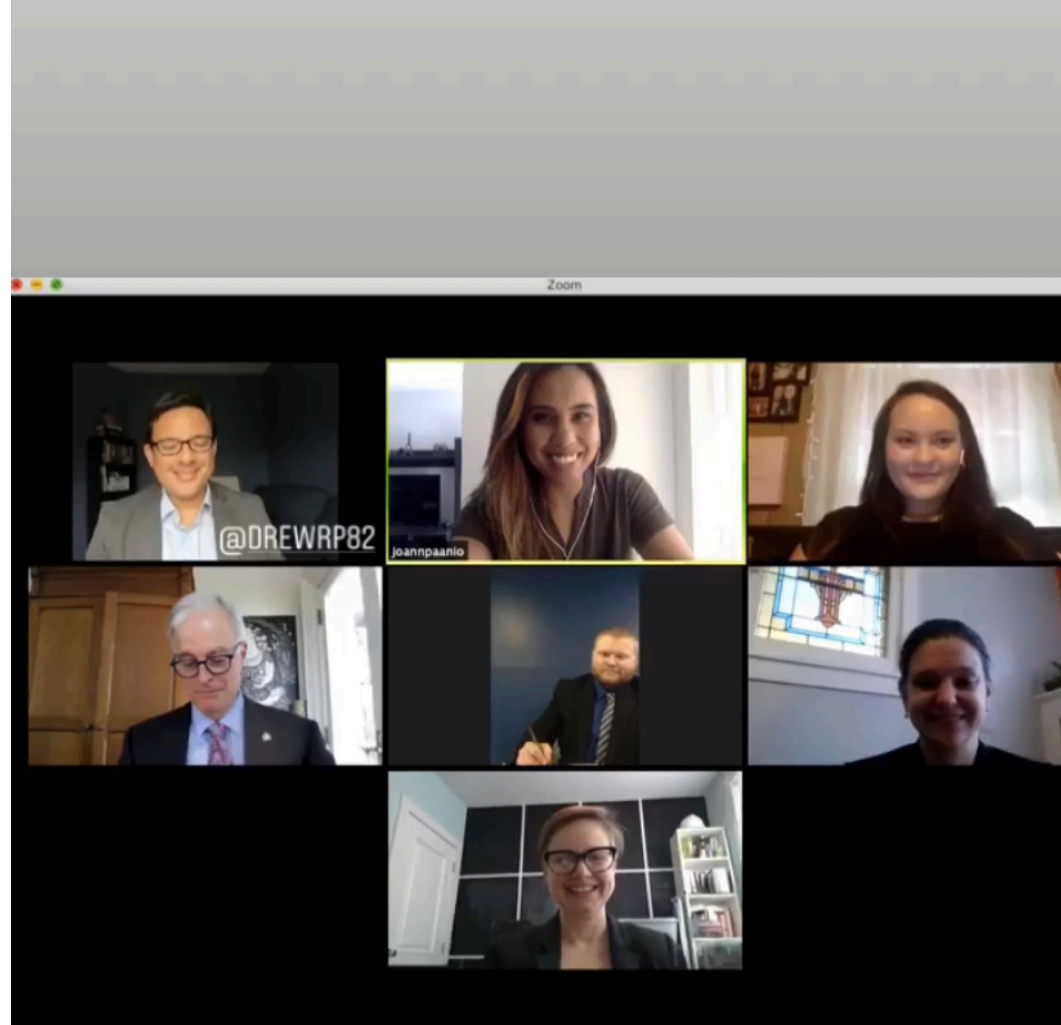


POLITICAL HEALTH

What's at stake? What is the risk if the policymaker does not take action now and in the future? (Share solutions.)

What to Expect: Meeting with a Member of Congress

- **Introduction**: Share your name, your organization(s), and your role(s).
- **The Ask**: Invest in programs and services. Co-sponsor the Runaway and Homeless Youth and Trafficking Prevention Act.
- **Share a Personal Story**: Make sure your story has a beginning, middle and an end. Include metaphorical sentences and figurative language. Help them visualize. Walk them through your story.
- **Circle Back to the Ask**: Invest in young people through programs and services. Co-sponsor the Runaway and Homeless Youth and Trafficking Prevention Act.



ADVOCATES FROM CHICAGO,
WESTERN PENNSYLVANIA AND
WASHINGTON, D.C.



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INTRODUCE YOURSELF

REMINDERS

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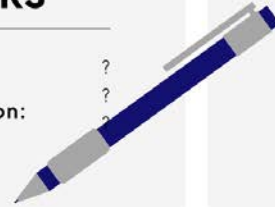
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CIRCLE BACK TO YOUR ASK

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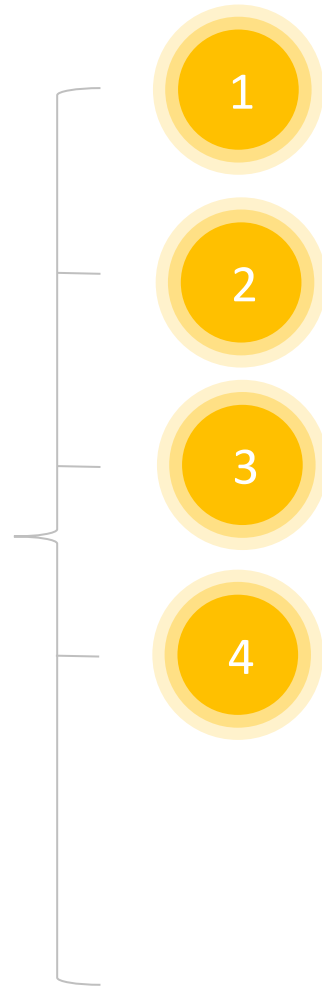
RHYTPA:

TAKE NOTES

REMINDERS

Questions?

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Building Relationships: *Encourage Legislators to Take Action*

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Our Asks

Create a Meaningful Call to Action

- informed
- specific
- connects policymakers to our cause
- driven by solutions



Action Policy is a Two-Way Street

- To understand public policy issues, policymakers cannot become experts on every public policy issue on their own.
- They must be as well-informed as possible because they're required to vote on all matters in their committees, subcommittees, and on their chamber's floor.
- To do the best job possible, policymakers rely on information, stories and real-life examples from their congressional districts and member of their communities.
- Policymakers and staff must gather and analyze the most updated and best available information, consult with experts, and make decisions that will provide the greatest impact for their constituents and the country at large.

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IN DISTRICT ADVOCACY

DISTRICT
MEETINGS

SITE
VISIT

BLOG
POSTS

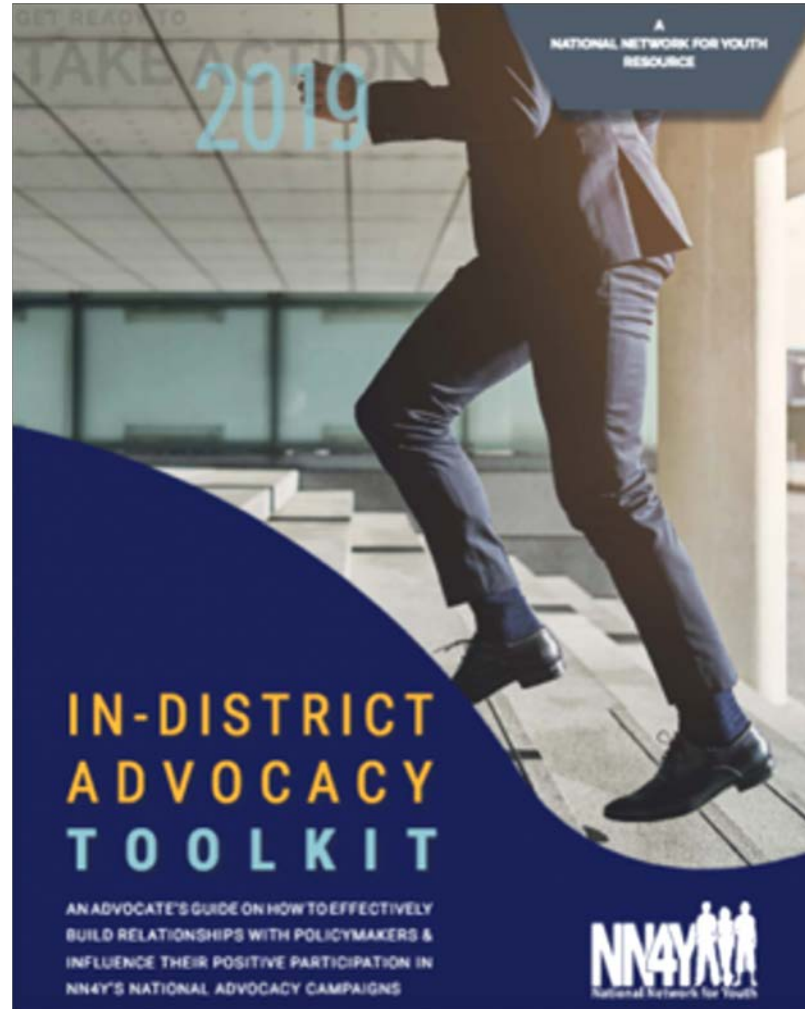
SOCIAL
MEDIA

OP-EDS
AND
LETTERS TO THE
EDITOR

EMAIL
YOUR
MEMBER
OF
CONGRESS



NN4Y In-District Advocacy Toolkit



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Q & A

Resources

POLICY

www.nn4youth.org/policy-advocacy/

PROPOSED SYSTEM

www.nn4youth.org/learn/proposed-system/

COMMUNITY

www.nn4youth.org/engage

Thank You

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QUESTIONS

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