2021 Policy, Advocacy, & Communications Kickoff Webinar
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Housekeeping Notes

▪ All attendees are muted
▪ You can turn on closed captions
  ▪ Click on “Live transcript” and select “Show Subtitle”
▪ Use the Q&A function to ask questions
▪ If you have technical problems during the webinar, please visit support.zoom.us or send a message to the host using the chat
Policy Update: 117th Congress
Congressional To-Do List:

• Power Sharing Agreement
• Cabinet Nominations
• Impeachment Trial
• COVID Rescue Package
Short-Term

- COVID Priorities into the COVID Rescue Package
- Process unclear bi-partisan strategy vs. budget reconciliation
- President Biden’s proposal does NOT currently include funding Medicaid HCBS - WE MUST ACT
- Does include stimulus payments that include adult dependents
- HCBS COVID Relief Act
Long-Term

- Medicaid HCBS Solutions
- Waiting List Issues
- Workforce Issues
- Marriage Penalty
- Income Asset Limits
- Housing
- IDEA
- Health Care..... The list goes on
Building Relationships with Legislators

Federal level
- Know their committee assignments
- Staff level relationships are key
- Consistent contact, not just when you need something
- Awards and recognition go a long way.
- Social Media

District/State level
- Find a personal connection - never know who may have a connection - board members, staff
- Look for opportunities to educate and create buy-in - position yourself as the expert
- Events - even virtual can be great opportunities to invite legislators in for an inside view
- Do your homework
  - About their background
  - About their district
  - About who they listen to
Grassroots Advocacy Update & Actions
Continued COVID-19 Advocacy

171,250 calls, emails, tweets to Congress from The Arc on COVID-19 in 2020!
TheArc.org/Action

✓ New action center!
✓ Find the latest action alerts
✓ Sign up to receive Action Alerts and Capitol Insider
✓ Look up your legislators
Don’t let people with disabilities, families, and the direct support professional workforce be left behind again! Tell your Members of Congress that #WeAreEssential and MUST be included in the new Congress’ first COVID relief bill. #WeActWednesday
New Resources: Coming Soon

Home and community-based Services Advocacy Toolkit
✓ Social media graphics
✓ Video
✓ Factsheets
✓ & more!
The Arc’s Councils - Join & Promote!

National Council of Self-Advocate (alexander@thearc.org):
Officer application due Feb 5
General membership on-going (no application)

National Sibling Council (mahar@thearc.org):
Application due Feb 5
Quarterly newsletter (no application)

Alumni Council (ford@thearc.org):
On-going (no application)
The Power of Stories
Media Relationship Building

• Leverage 2020 news coverage
• Research journalists (which ones makes sense to reach out to, not the breaking news/crime reporter)
• Be persistent, Keep in touch
• Invite reporters, anchors, editors to speak or emcee virtual events
Pitching to Local Media

• Pitch personal stories
• Send short, personalized emails
• Look for timely ideas
Sharing a Story

- Why should I care
- Deliver emotion
- Keep it simple
Questions?