Advocacy Made Easy
State and Local Chapters Working Together
Housekeeping Items

• All participants are muted during presentation
• There will be time at the end for Q&A, but you may ask questions using the chatbox function at any time
• If you are having any technical issues, please send us a chat and we will do our best to assist you
• Please fill out survey at the end of webinar to let us know of future topics you’d like to learn more about
Presenters

- **Hannah Carlock**
  - Director of Public Policy, The Arc of Indiana

- **Leslie Green**
  - CEO Stone Belt Arc
Objectives of This Presentation

• Gain information and tips on forming relationships with legislators at the state house or Capitol, and in their home districts

• Learn how Indiana has successfully combined the efforts of the state and local chapters of The Arc

• Get practical ideas at the local and state-wide level on building grass-roots advocacy
The Arc of Indiana

- Who is a legislator and their importance
- Legislative priority to raise DSP pay
  - Statewide Avg. $15/hour
- How The Arc works inside the Statehouse
- How The Arc works to engage the local chapters
- How important the local chapters efforts are to The Arc’s agenda
Engaging the Grassroots Locally

• Outreach to legislators

• Events
  • Candidate Forums
  • Educational issue-related sessions
  • Arranging constituent meetings – Kitchen Table Conversations
  • Advocacy 101 information

• Calls to Action – in coordination with The Arc of Indiana and The Arc US
Candidates’ Forum

A public event that has candidates for local, state or federal offices on stage to listen to and speak to audience members

• Engage and educate current and potential new legislators on issues of importance

• Bring attention to disability issues through attendance and media coverage

• Demonstrate to the legislators that there is an engaged, voting constituency that cares about these issues.
Candidates’ Forum

- Organize a team
  - Other partners?
  - Format, moderator etc.
  - Publicity

- Date – earlier than most others – suggest late August or September

- Invite candidates
  - Offer tours or meetings ahead of the forum
  - Provide background information

- Agenda
  - Guest speakers & testimonies for educational purpose
  - Candidates’ statements
  - Prepared questions & opportunity for audience questions (moderated)
Issue Related Forum

- To create public awareness of an issue important to PWD
- To position your organization as a resource and thought leader
- To educate and engage decision makers
- To create momentum for a call to action

- The Care Gap Crisis
- Citizen Advocacy featuring former Representative Lee Hamilton
- It Matters to Me
It Matters to Me

• Created in response to Congress attempt to repeal ACA (and impacts to Medicaid)

• Speakers included:
  • Lt. Governor Crouch
  • An impacted family
  • A panel discussion including legislators and experts

• Offered in partnership with other IDD providers (150 attended)

• Pre-addressed postcard Call to Action for participants
Kitchen Table Conversations

• Informal, but organized setting with pastries!
• Put constituents in direct contact with their legislator
  • 5-6 with each of 3 legislators
  • The Arc provides general information then break-out conversations
  • Debrief and response from legislators.
• Offered before legislative session – offers chance to build relationships
• Offered on Zoom in 2020
Events Help to Engage People for Calls to Action

- Collect names and contact information at all events to add to your mailing list
- Share The Arc US and Indiana Calls to Action with your mailing list and on social media.
- Inform people at each event how they can sign up on The Arc US and Indiana advocacy websites.
- Provide information on finding their legislators
- Include advocacy information in every newsletter – print and electronic
- Create regular social media posts – “We Act Wednesday” or when action is needed
- Create Advocacy 101 pages on your website
Statewide outreach

Valentine’s Day at the Statehouse