2022
Policy, Advocacy, & Communications Kickoff Webinar
Claire Manning, Senior Director Advocacy & Mobilization
Bethany Lily, Senior Director, Income Policy
Kristin Wright, Director Communications
Juan Guerrero, Policy Associate
Agenda

1) Policy Update
2) Tips for sharing our stories
3) Advocacy Tools
4) 2022 Election Resources
THANK YOU!

173,000+ calls, emails, tweets to Congress
Great to check-in with The Arc - Washington State about my ongoing efforts to support children an... See More
Policy Update: 117th Congress
Build Back Better - What is happening?
Other 2022 Priorities

- Marriage Penalty
- SGA
- 988
- Restraint and Seclusion
Long-Term

• Medicaid HCBS Solutions
• Waiting List Issues
• Workforce Issues
• 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
Tips for Sharing Our Stories
One of the MOST important tools we have are STORIES about our LIVES!
Stories help to:
- Educate
- Make policy “real”
- Encourage people to take action
- Change public opinion and bring empathy
Media Relationship Building

- Leverage what’s in the news, timely ideas
- Keep pitches short and simple
- Share personal stories
- Follow up, Keep in touch
Sharing a Story

• Why should I care
• Deliver emotion
• Prioritize *your* comfort level
• Keep it simple
Grassroots Advocacy Tools & Resources
Action center - refreshed action alerts!
Find the latest action alerts
Sign up to receive Action Alerts and Capitol Insider
Look up your legislators

TheArc.org/Action
Thearc.org/action

TELL CONGRESS: SUPPORT PROPOSED INVESTMENT IN DISABILITY SERVICES!

SHARE YOUR STORY: WHAT SUPPORTS DO YOU NEED TO LIVE IN YOUR COMMUNITY?

TAKE ACTION!

SHARE YOUR STORY!
Toolkit

Home and community-based Services Advocacy Toolkit – refreshed!
✓ Social media graphics
✓ Factsheets
✓ LTEs

Chapter + public versions of the toolkit

Chapter:
https://www.dropbox.com/sh/bstwz3tz3tz5q4o7gz/AADw-7x_FOCILtTAq0SezIfla?dl=0

Public:
https://www.dropbox.com/home/%23CareCantWait%20Public%20Toolbox
More Resources

• Keyword: thearc.org/covid19resources
• Videos (youtube):
  • HCBS 101
  • HCBS personal story
  • Many more!
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

P2A.CO
Tell the 117th Congress: Include Disability Community in COVID-19 Relief Bills!
I just took action to tell Congress to include the needs of people with disabilities in the next co...
The Arc’s Councils - Join & Promote: Everyone has a home at The Arc!

National Council of Self-Advocates Juan Guerrero
Juan Guerrero (guerrero@thearc.org)

National Sibling Council
Liz Mahar (mahir@thearc.org)

Alumni Council
Kerry Mauger (mauger@thearc.org)
2022 Midterm Elections
2022 is an Election Year!
Lots of Resources Coming Soon - Spring/Summer!

- Civic Action Center (thearc.org/registertovote)
- Plain language, Spanish and English materials at thearc.org/vote
- Social media toolkit - sample posts and graphics
- Get-Out-the Vote swag toolkit - coming early Fall
- Monthly Chapter roundtable discussions and resources sharing calls.
Save the Date

February 23, 2-3 pm EST

1st voting roundtable conversation - registration coming soon!
March 28 - 30
In-person and virtual
disabilitypolicyseminar.org
Questions?