

Advocacy 101

Washington Youth Development Strategy Table

Educating Policymakers on Support
and Investment in Youth Development



Welcome and Intros

- ▶ Attendees are muted.
- ▶ Please use the chat and/or QnA functions for questions or thoughts.
- ▶ Brianna Kirschenbaum can help with technical questions during the session.



Presenter Today

Rene Murry, Public Policy and Advocacy Director
Youth Development Executives of King County

Consider these Questions Today

Put your thinking caps on:

- *What is a challenge/issue that you could advocate on?*
- *What do you want to support your advocacy issues?*
- *What is your messaging?*



What is included in Youth Development?

- Expanded Learning Opportunities (ELOs)
 - *Afterschool and Summer Programs, School-Age Child Care*
 - *Example: Boys & Girls Clubs, YMCA, culturally-based programs*
- Mentoring
 - *Example: Big Brothers, Big Sisters, Friends of the Children*
- Wrap-Around Supports
 - *Example: Communities in Schools*

Join Us! Youth Development Strategy Table

www.ydstrategy.org

- Monthly Full Table Mtg. / Bi-Weekly Session Updates
- Planning Committee
- Legislative Committee
- School-Age Child Care Comm. (*Pending Approval*)
- Program and School Re-Opening Comm. (*TEMP*)

Why Advocacy - What Does It Mean



- ▶ Advocacy is a core component of supporting youth and providers.
- ▶ Advocacy includes lobbying (*most can do this*): asking for something specific to an elected official or public agency.
- ▶ Advocacy includes public education (everyone can do this): providing information on what the program is, whom it serves, and what programs needs generally.

Role of Advocates

- ▶ Advocacy encompasses a wide range of activities that influence or educate decision makers and communities.
- ▶ Advocacy can be done by youth, providers, families, funders, and anyone!
- ▶ Advocates can also include capacity building, forming networks, relationship building, and leadership development.



The Targets of Advocacy - Communities



General Public

Targeted Constituencies
(*ex. particular religions,
geographic areas,
ethnicities, age groups*)

Non-Elected Community
Leaders

Strategies to Reach Targets

- ❖ Meet the Kids Where They Are At
- ❖ Build Relationships
- ❖ Share Resources
- ❖ Show Up
- ❖ Remember Why We Are Here

Advocacy Trivia!



Answer the Question Correctly and Win Some
Good Advocacy Karma!!

Messaging: What You Want to Say vs. What They Need to Hear

- Know your audience
- Clarify your intention
- How much time do you have?



You can use your hand to help structure your Advocacy Day meeting and make sure you say all you need to say.

The first finger—the thumb—is “Introduce yourself.”

Tell your legislator your name, where you live/serve, and that you are one of his/her constituents.

The second finger—the index finger—is “What is my issue.”

“I’m here to talk with you about _____” or any other issue you’re here for. Outline the basic topic and describe the bill.

The third finger—the middle finger—is “Why I care.”

This is where you share your personal story, and you can begin in many different ways. For example, “I care about this issue because . . .” or “This issue is important to me/the youth I serve because . . .”

The fourth finger—the ring finger—is “Why the Legislator should care.”

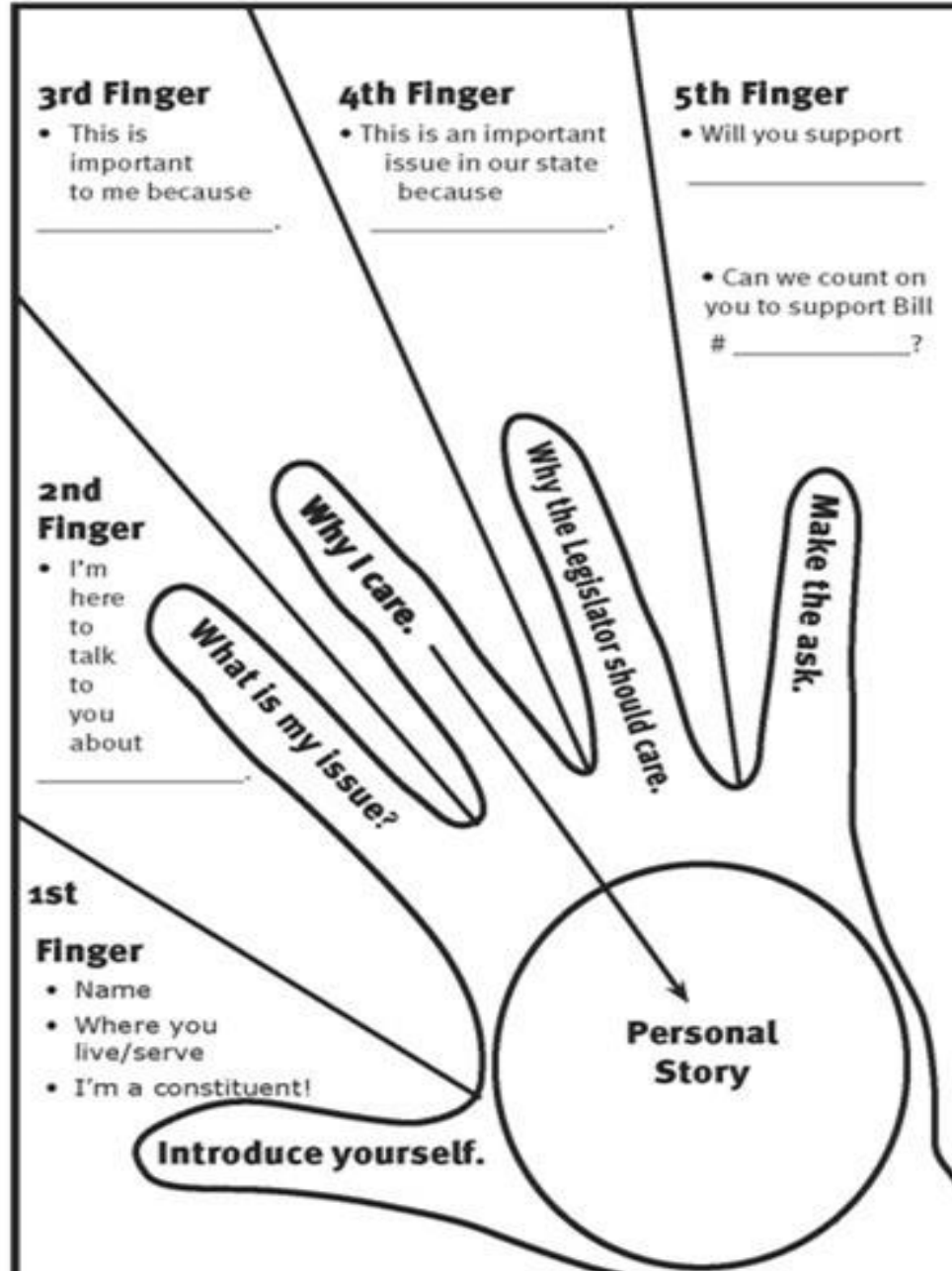
This is where you use the talking points and messages from our fact sheet. Some examples are, “This is important because _____” or “Did you know that _____” just be sure that all the facts you use come from the fact sheet!

The fifth finger—the pinky—is “Make the ask.”

This is the part where you ask for their support. You can say, “Will you support bill # _____” and “Can we count on you to _____ for _____?”

Finally, the whole hand – is a handshake and “Thank you for your time.”

Be sure to express your appreciation for the legislator’s time and for



One Communications Strategy: Messaging

EXAMPLE: State Level Advocacy During COVID

- ▶ Advocacy Strategies:

- ▶ FIND your partners
- ▶ GATHER input
- ▶ ALIGN messaging
- ▶ KNOCK on every door



- ▶ Successful Advocacy:

- ▶ Creation of the [Washington Youth Development Nonprofit Relief Fund](#)
- ▶ One time investment of \$9.3M to support youth development programs most impacted by the COVID-19 pandemic and which support young people who are furthest from educational justice.

Break Out! *(to the tune of 'Freak Out!')*

Put your thinking caps on:

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What Did You Come Up With?



- *What were effective messages in your breakout groups?*
- *What is important to remember in this work?*
- *What can you do keep this message (and request) alive?*
- *What is one action you will take following this conference?*

Youth Development Strategy Table *Events*

Youth Development Advocacy Week
2/8 - 2/12

Advocacy Rally
Tues. 2/9/20 from 3-4pm

Bi-Weekly Legislative Session Updates
Every Other Wednesday from 9:30-10am
Next One: 1/27