

5 ADVOCACY MISTAKES YOU NEED TO STOP MAKING RIGHT NOW!

These are 5 common mistakes organizations make
when engaging with lawmakers.

1. Offering Multiple Options

If you offer your supporters more than one action to take, they will choose the one they want to do and then they are more likely to do it. But that actually isn't true.

I am referring to the emails and action alerts that say something like this:

Take One Action Today!

1. Call your Member of Congress
2. Email your member of Congress
3. Tweet your member of Congress

Or, if you have 5 minutes, do this. If you have 30 minutes, do that.

Your advocates look to you to tell them the best, most effective action. YOU are the expert. YOU know the best strategy. If calling is best right now, tell them to call. If you tell them to tweet – well, that's another topic.

Tell your advocates exactly what they need to do and why. They will do it.

2. Not Targeting

People, legislative advocacy is based on the power of the voter, which is determined by where they live. To maximize and leverage this power, you need to target your supporters by where they live and who their lawmakers are.

3. Not Collecting or Tracking Data

If you aren't collecting and tracking data, you are missing out.

On engagement, donations, connections, etc. Start now. In an excel spreadsheet, google sheet, whatever works.

4. Telling Advocates to Contact Someone Not Their Lawmaker

Call your own lawmakers. Gets your friends and family to call their lawmakers. Spend time encouraging people in those districts to take action. Take actions that will make a difference.

5. Not Following Up

Or ask someone to take action, then not tell them what happened. How did their lawmakers vote? Or say? Or tweet?

Obviously, the more personal the message, the better. If you can't muster that right now, let's shoot for just sending a follow-up message to everyone – or everyone who took action – and share the outcome. The vote stalled. The vote failed. WE WON THE VOTE! Because of you!