

Ten Advocacy Tips

1. Carefully study bills submitted to the *General Assembly*
 - What don't you like about the bill? How would you recommend fixing it?
 - Information about bills available through Legislative Services
 - Background, sponsor, etc.
<http://dls.virginia.gov/>
2. Build collaborative relationships with colleagues
 - The organization should speak with one voice
 - There should be agreement regarding what will be said publicly
3. Develop a personal relationship with every member of the *General Assembly*
 - Important for contacts should be made with representatives in every region of Virginia
4. Communicate with representatives on a regular basis
 - Maintain regular contact throughout the year
 - Build a strong relationship before the *General Assembly* session begins
5. Meet with the *Governor* as a professional organization
6. Become best friends with SCHEV and VDOE staff
 - Most laws are created by public administrators
7. Be loyal to non-profit mission
 - Be consistent and don't mission drift
8. Invite representatives from organizations with similar a professional mission to participate by inviting them to sit on the organization's committees
9. Request opportunity to sit on committees of organizations with similar a professional mission Ask for a seat at the table
10. Speak using language that will have meaning to the target audience