

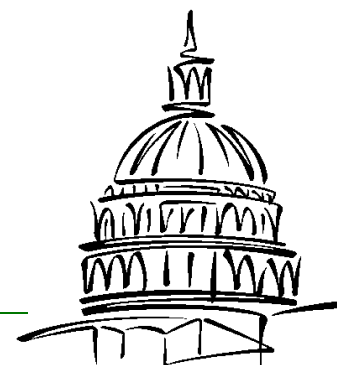


School Nutrition Association of WI

Making the right food choices, together

Grassroots Advocacy 101:

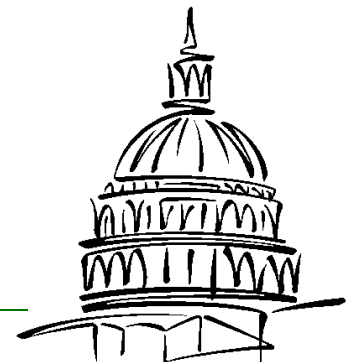
Citizen lobbying & impacting the legislative process

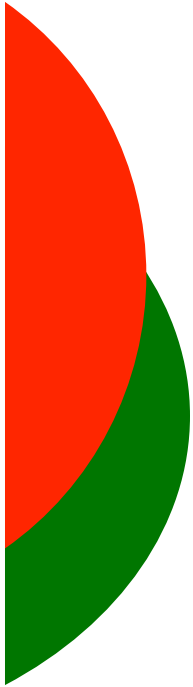


Legislative 101

An overview of the WI Legislature

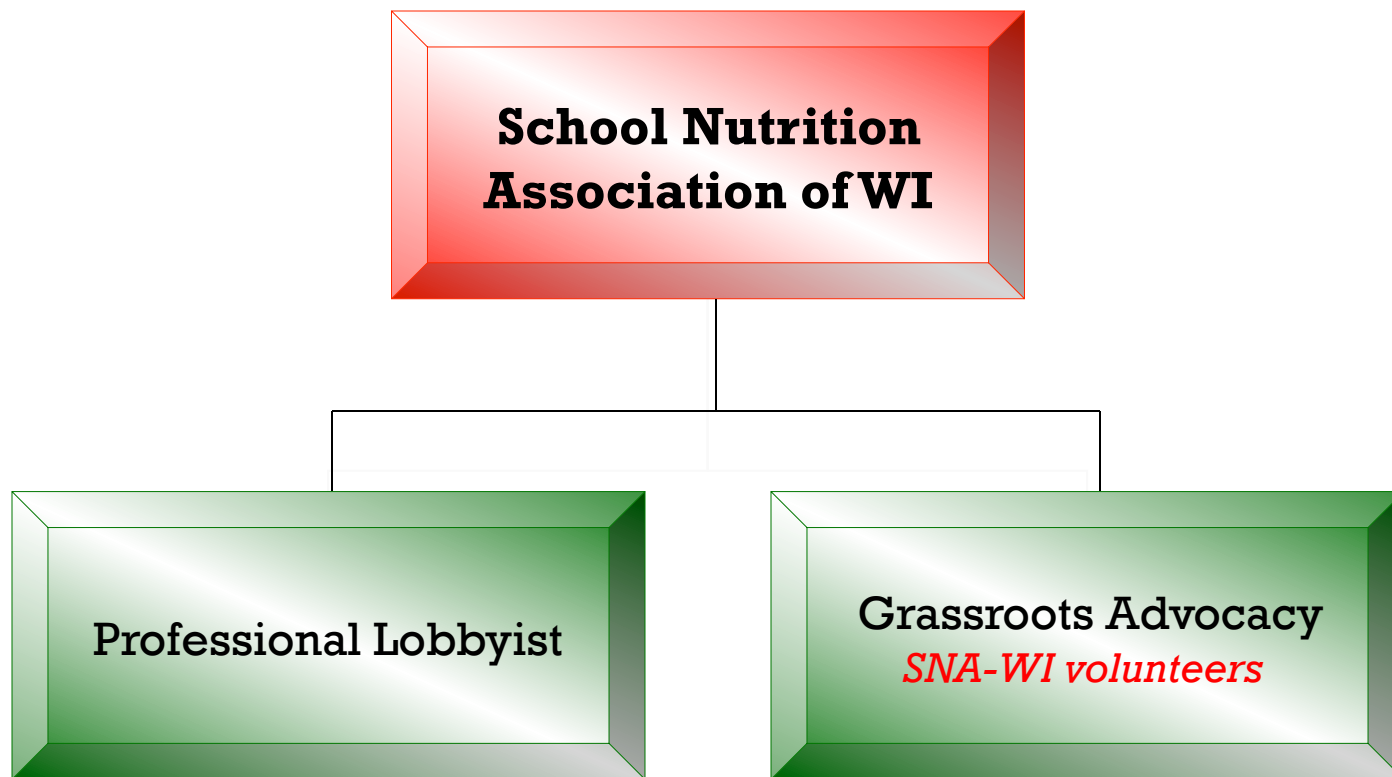
- **Two Houses of the Legislature**
 - State Assembly
 - State Senate
- **99 members of the Assembly**
 - 50,000 citizens per Assembly District
- **33 members of the Senate**
 - 150,000 citizens per Senate District
 - 3 Assembly Districts per Senate District





SNA-WI Advocacy:

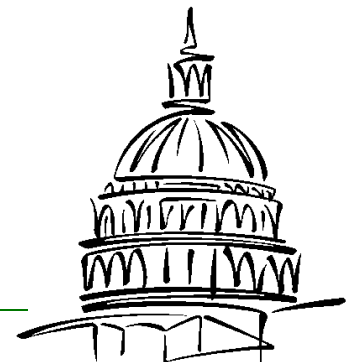
A team effort



What is grassroots advocacy?

Grassroots advocacy is the act of many individuals working as a cohesive group communicating the SAME message to government officials.

- Your effort alone does not equal success.
- Your efforts must be equaled by other SNA-WI members across a large number of legislative districts.
- Your message must be consistent with other SNA-WI members.

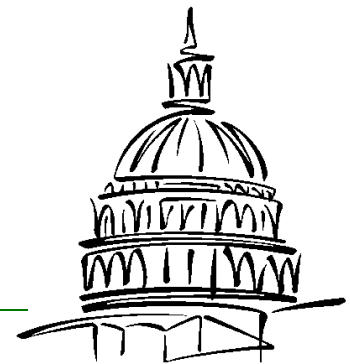




Why does grassroots advocacy work?

Legislators listen to their constituents and want to please you, because:

- You're from their district.
- You have a vote and can help re-elect them.
- You're an influential, active member of your community.

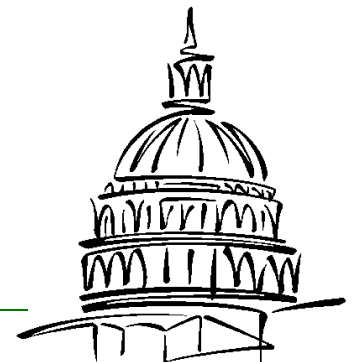


Why does grassroots advocacy work?

Ingredients for success:



- Teamwork
- Effective, consistent communication
- Staying on message

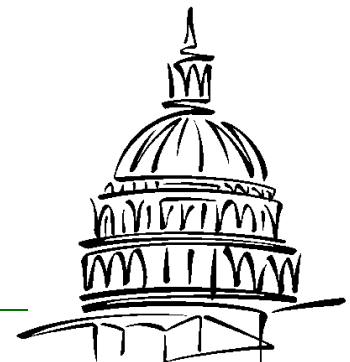


Grassroots Advocacy:

Contacting your legislator

Communication methods

- Personal Visits
- Personal Letters
- Phone Calls
- E-Mails





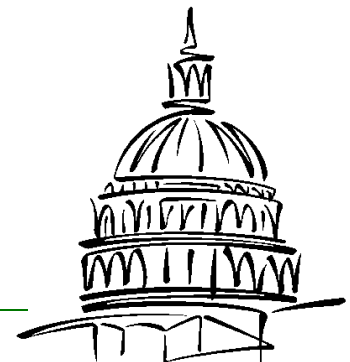
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Citizen lobbying DO's and DON'T's:

DO

- Identify yourself as a constituent
- State your support or opposition by bill # or issue
- Use personal stories
- Stay on message
- Ask for their position and assistance
- Keep it brief
- Be courteous





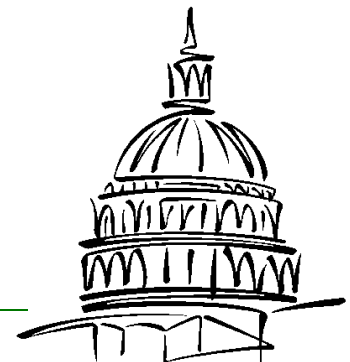
Grassroots Advocacy:

Contacting your legislator

Citizen lobbying DOs and DON'Ts:

DON'T

- Lie, exaggerate or bluff
- Be rude, demanding or threatening
- Discuss unrelated issues
- Copy a sample letter
- Discount staff
- Stray of message
- Misrepresent yourself



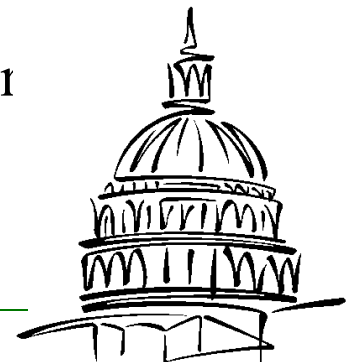


Grassroots Advocacy:

Contacting your legislator

When communicating with your legislator, make the sale!

- **HOOK**: Tell your legislator who you are. Most importantly, tell them you're a constituent.
- **LINE**: Tell your legislator a personal story about your issue and present them with a strong argument.
- **SINKER**: Make a request. Ask your legislator to make a commitment to your issue.





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