



Women + Health Care Reform Coalition

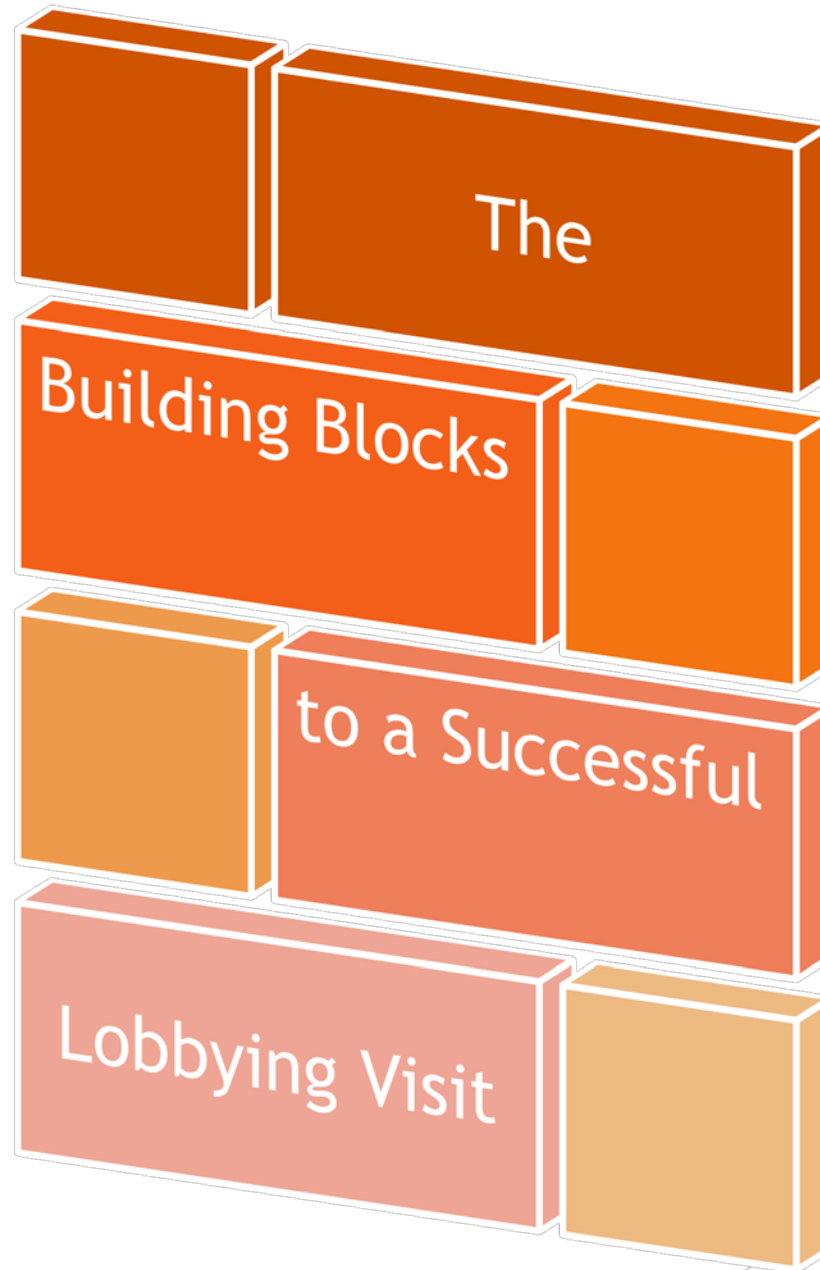
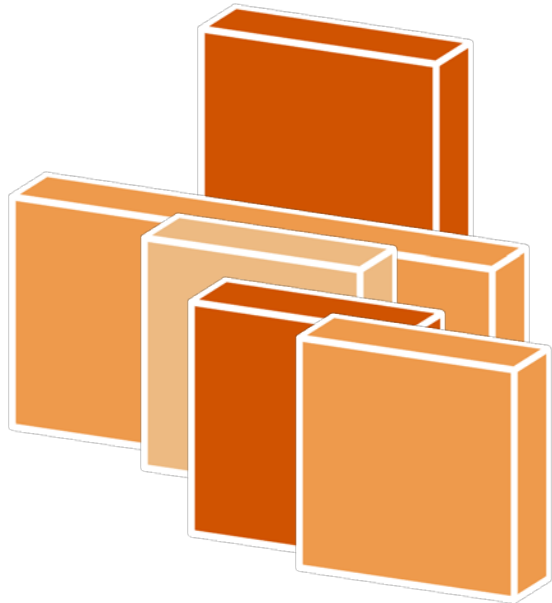
Advocacy Day/Week 2015

Women + Health Care Reform Coalition

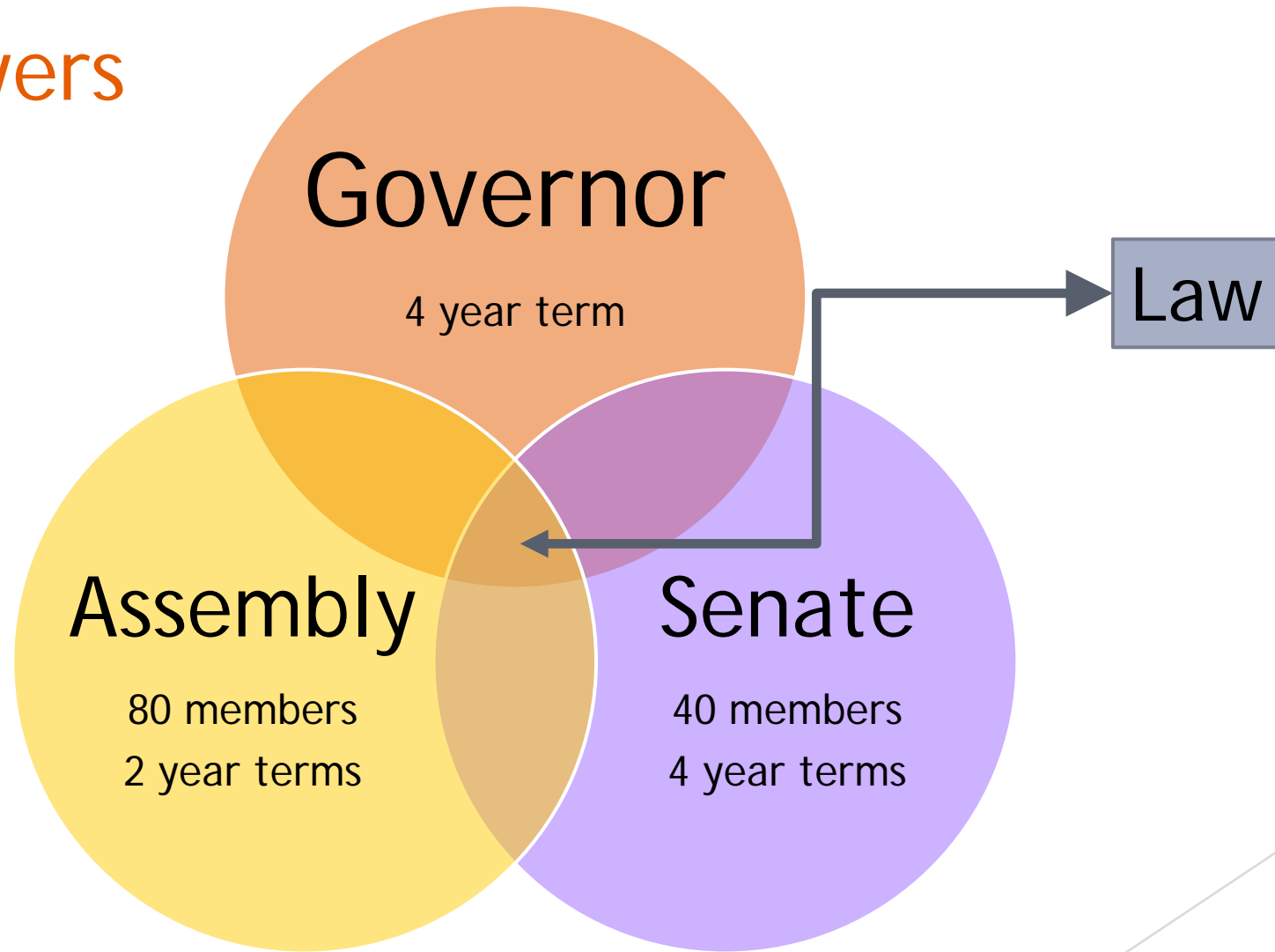
Mission

- ▶ Ensure that women's health is prioritized, expanded and protected
- ▶ Advance a shared policy agenda
- ▶ Educate low-income women, women of color and young women about new health care options

Lobbying 101

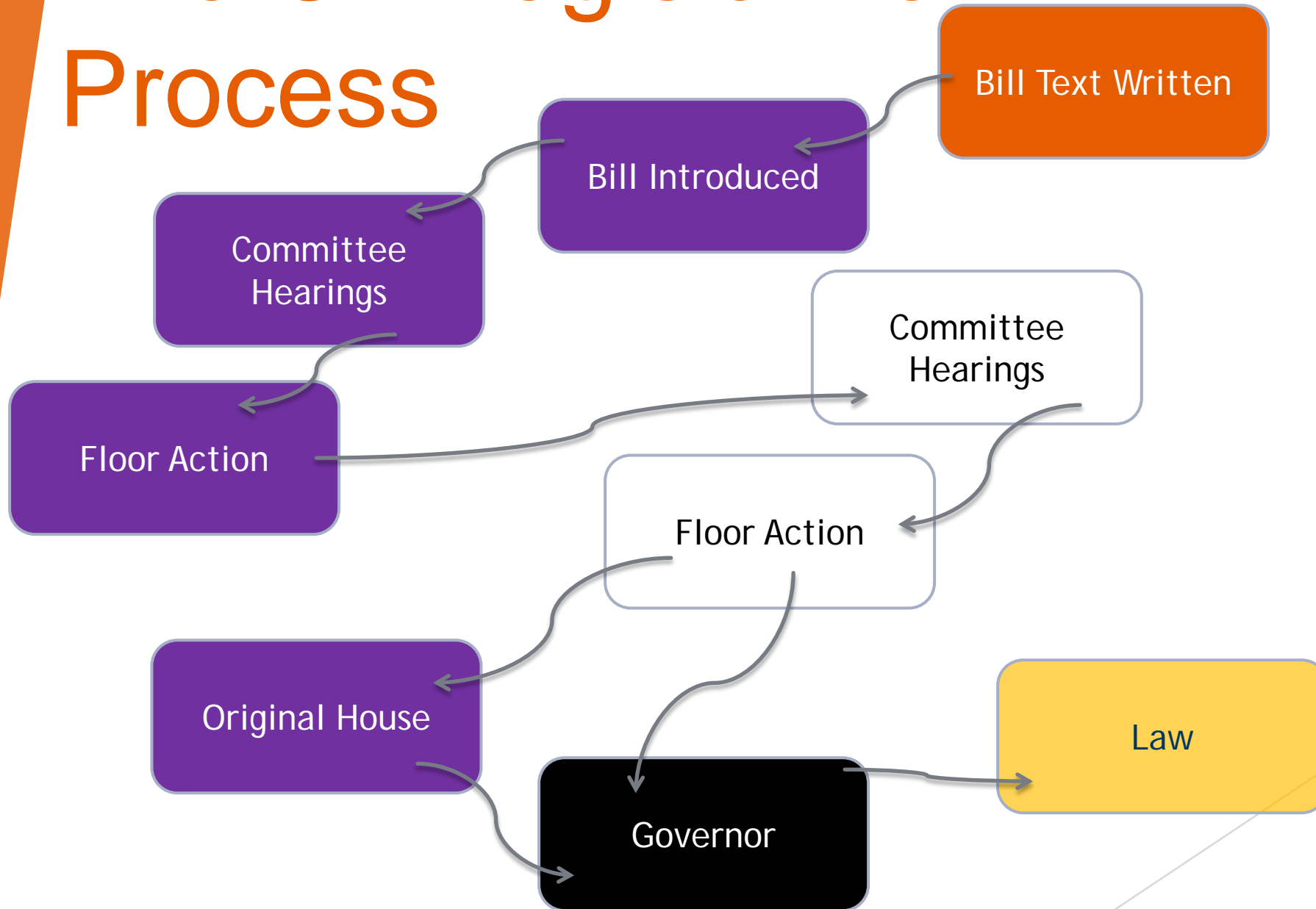


The Players



Legislature = Assembly + Senate

The CA Legislative Process



Where do we fit in as constituent lobbyists?



Every step of
the legislative
process!

Steps to Successful Meetings

Establish a goal or an “ask”



Be prepared for the meeting



Introduce yourselves, stay focused, & take notes during the meeting



Note any questions or comments the legislators had about the issue so the coalition can follow-up

Establish a Goal or an “Ask”

- ▶ Often this means asking your legislator to either support or oppose a specific bill, such as SB 4
- ▶ If your legislator has already said s/he supports the bill, you might want to ask him to co-sponsor the bill.
- ▶ If you’re meeting on a particular topic, your ask might be that the legislator introduce legislation on that topic.
- ▶ Always have an “ask”—it’s the “why” of the meeting!

Prepare for the Meeting

- ▶ Read through all the materials you've been given today
- ▶ Decide who will introduce the group
- ▶ Decide who will start the conversation
- ▶ Decide who will make each point
- ▶ Decide who will make the "ask"
- ▶ You are not expected to be an absolute expert on the legislation or issue, but you are expected to be prepared and know what you are talking about

In your meeting...

- ▶ Be prompt! Arrive before the meeting to meet outside the legislator's office with your team.
- ▶ Introduce yourself and mention your ties to the legislator and your organizational affiliations
- ▶ Keep it short & keep it focused.
- ▶ Explain your particular interest in or a personal story related to the legislation or issue you are discussing.
- ▶ If you don't know an answer, say so.
- ▶ Be clear in the "ask" and ask when you can expect an answer (and who you should contact if you don't hear back).
- ▶ Take notes!

Other tips...

- ▶ Be honest and diplomatic.
- ▶ Don't say "I voted for you" - This can be considered a bribe and is illegal!
- ▶ Admit you don't know.
- ▶ Be flexible!
- ▶ You are representing nonprofit organizations, which cannot support or oppose candidates for public office.
- ▶ No one person or organization should dominate the conversation.
- ▶ Say thank you.