



HOW TO ENGAGE ELECTED
OFFICIALS AND ADVOCATE FOR
CHANGE



I'M JUST A BILL

Sitting on ND capitol hill....

Bill is introduced in House or Senate



Referral to Committee - all bills in ND MUST have a hearing

Do Pass recommendation



Do Not Pass recommendation



Floor Vote - back to the full House or Senate

Yea



Nay



Bill passes, off to the second house!

Nay

Yea

Extremely rare to see a Do Not Pass recommendation voted down



Bill dies, try again next session

<https://www.ndlegis.gov/files/resource/miscellaneous/bill-law.pdf>

Do your homework!



Know their district
constituents



Search their election
results



Priorities



Past bill sponsors

Strategic Communication

Advocating
differently

Same
bill/topic

6th grade
level



Building Relationships

- NOT TRANSACTIONAL
- LONG-TERM RELATIONSHIPS!!!
- Develop relationship without an ASK!!

- They have to KNOW you!
- They have to LIKE you!
- They have to TRUST you!

- If you want them to HELP you.

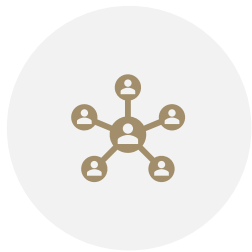
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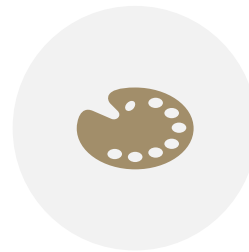
1. Concise



2. Clear



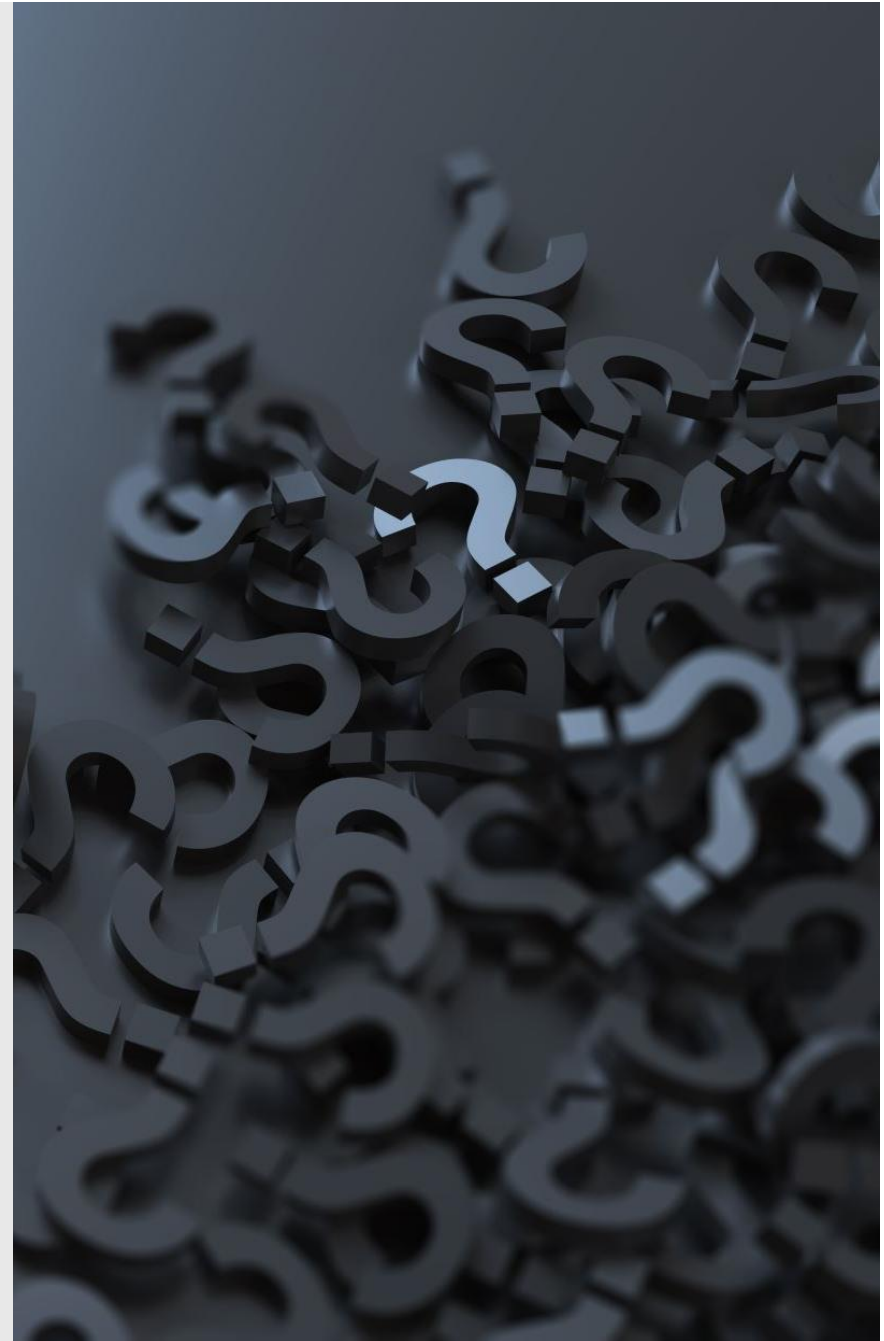
3. Connected



4. Creative

Make your Policy Case

- Positive vs Negative impacts
- Never assume!
- No acronyms, lingo, slang
- Framework
 - Who you are
 - Where you're from
 - What you want
 - Why it matters (dollars on the backend, not the front end!)
 - How it works
 - When do they need to take action





Good Meeting vs
Good Outcome
FOLLOW UP!

*“An ounce of prevention is
worth a pound of cure.”*

Benjamin Franklin, 1735