

Advocacy 101: Introduction to Digital Advocacy & Sharing Your Story

Beekeeper Group

July 2023



Presenter: Cat Proulx

Beekeeper Group

1101 14th St. NW
Washington, DC
20005



catp@beekeepergroup.com





2023 ALS ASSOCIATION SPONSORS



THANK YOU TO OUR 2023 GOLD LEVEL SPONSORS



2023 ALS ASSOCIATION SPONSORS

Apellis

Genentech
A Member of the Roche Group



Mitsubishi Tanabe Pharma
America

sanofi



THANK YOU TO OUR 2023 SILVER LEVEL SPONSORS

In this session...

This session will dive into how to make impactful messages for digital advocacy. We will cover why advocacy is important and what digital advocacy looks like, and share tips for building a social media profile for advocacy and engaging with lawmakers to get their attention online.



Learning Objectives



Act

Advocates will learn how taking action online can improve the lives of people living with ALS and their caregivers by educating and mobilizing policymakers to discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.



Message

Advocates will learn about the fundamentals of good messaging, and how communication and personal stories help convince policymakers to support research and care that empowers people living with ALS and their caregivers.



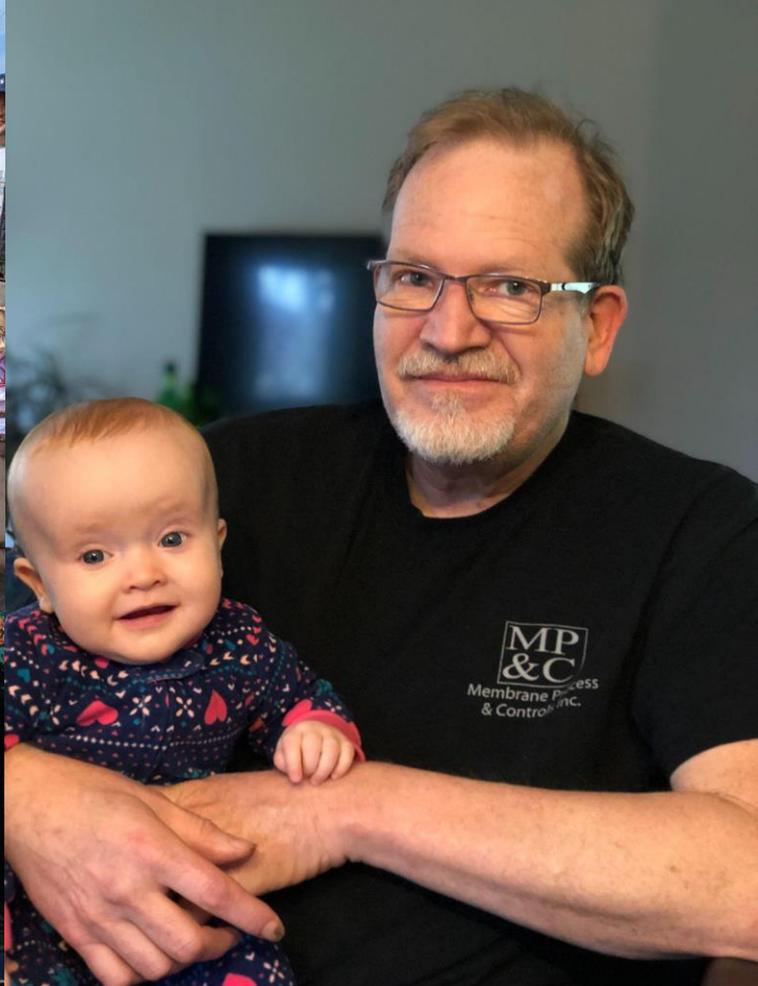
Engage

Advocates will learn how lawmakers and their staff engage with their constituents online, and best practices for reaching them with advocacy messages.

Tell us in the chat:



Who do you advocate for?



Intro to Policymaking and Grassroots Advocacy

Polycymaking 101



What is a bill?

The basics and the journey of federal legislation, from drafting to enactment



Connecting with Congress

How to start an ongoing conversation with members of Congress and their staff



Appropriations

An overview and understanding of federal appropriations as a continuous process



Turning Stories into Legislation

Everyone's ALS story is unique, but how do we use those stories to enact tangible change?

Polycymaking 101



How does a bill become a law?

- Bill drafting and introduction
- Assigning to a committee and subcommittee
- The subcommittee reviews the legislation and votes
- The full committee reviews and votes
- The full chamber reviews and votes!
- If passed in one Chamber, it moves to the other - and the process starts again
- If both chambers approve the legislation, it goes to a conference committee to create one final draft of the legislation
- It's voted on one more time by both chambers
- With approval, it goes to President to sign or veto
- If signed, the bill becomes law. If vetoed, it goes back to Congress, who can override the veto

Polycymaking 101



Appropriations

- The annual budgeting process for the federal government
- President submits annual budget to Congress in early February
- Congress then begins drafting their congressional budget resolution, filling these by mid-April
- The resolution then moves to the appropriations committee, and is divvied up to each of the 12 appropriations subcommittees
- Each subcommittee drafts and passes their own bill covering the items under their distinction
- Then each of these bills are reviewed and voted on by the full committee
- Then with passage they go to the full chamber for a vote
- The same process happens in the Senate, often resulting in dramatically different bills!

Polycymaking 101



Connecting with Congress

- Advocacy is about persuading your lawmaker to understand your perspective and act in your interest
- Knowing details about your lawmaker ahead of a meeting/connection can be really helpful
- Are they an issue Champion, Supporter, Undecided, Skeptic, or Opponent?
- Lawmakers are there to serve you, but a relationship is a two-way street

Polycymaking 101



Turning Stories into Legislation

- How do stories impact legislation?
- Stories establish a human element - and can help show the real people that will be impacted by legislation
- Conveying your experience not only deepens a lawmaker's education on the issue, but creates an emotional tie

What does good advocacy
messaging look like?

Key Components

- Audience
- Goals
- Context
- Structure
- Language



Calls to Action

- Have a clear ask (clarity and action)
- Develop a narrative arc
- Be repetitive
- Social proof - inspiring action through community



Tell us in the chat:



**What's a call to action that you
can think of for increasing
funding for ALS research?**

How do you build good **digital** messaging?

Use Your GPS



- **G**rab attention immediately
- **P**aint pictures and evoke emotions
- **S**trong language throughout



Keys to good digital messaging

1

Know Your Audience

Staff, legislators, people living with ALS and their families & caregivers

2

Customize Messages

Adapt to the audience you're talking to

3

Be True

Accurately represent your story and the stories of those you advocate for



Keys to good digital messaging

4

Visuals!

Eye catching visuals (provided by the ALS Association) can have a big impact that leaves a lasting impression

5

Be Consistent

Consistency is memorable, using the same CTA, hashtag, or core message can help you stand out.

6

Use Channels Strategically

Know when to use Twitter, LinkedIn, Instagram, Facebook, TikTok, Threads etc. and be sure to share content from the ALS Association



Increasing Engagement on Social Media



- With inspiration from the ALS Association Ice Bucket Challenge, try issuing an **advocacy challenge** to your community – perhaps having them announce their participation in your effort by posting a branded photo or image to share with their networks on social media.
 - As part of the challenge, provide a hashtag and ask them to tag three others who they think should also participate.

Getting familiar with the ALS Action Center

ALS Action Center Overview

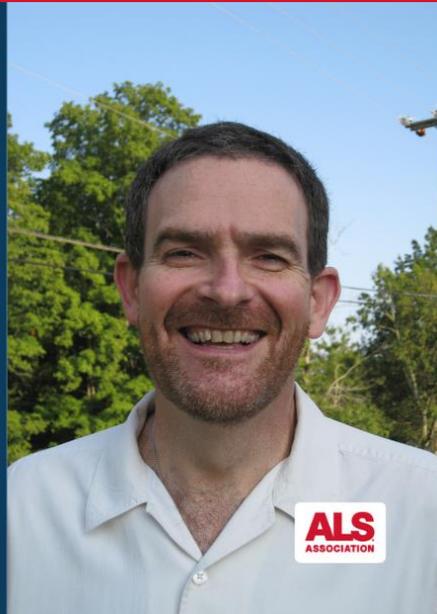
- Sending letter alerts to your members of Congress
- Sending a Tweet to @ your members of Congress
- Navigating text alerts
- www.als.org/actioncenter



Sharing Your Story

Joe's Story

"It's so important that Congress increases ALS research funding. We need support to find new treatments and cures [and to] help make ALS a LIVABLE disease... We need a chance to put an end to this death sentence!"



"We fight on by participating in research any way we can, because in the fight, we find hope. [...] We advocate in the halls of power to gain researchers and funding [...] Because in the fight lies the best chance for victory.

-Bonnie

Your story can impact legislation that supports funding for treatments and a cure for #ALS.

ALS
ASSOCIATION

Dawnn's Story



- Honest, emotional story
- Advocacy-focused



The Power of Stories



- First-person perspectives are a powerful communication tool that harness the power of personal narrative
- Stories affect a different part of the brain than fact-based arguments - they trigger feelings and emotions which guide actions
- www.als.org/share-your-als-story



Developing the Perfect Elevator Pitch



- Who are you?
- What is the important issue?
- Why is it important?
- What should the audience do?

All within one minute.



Questions or comments?

Thank you for attending!

**Advocacy 101:
Introduction to Digital Advocacy &
Sharing Your Story**

