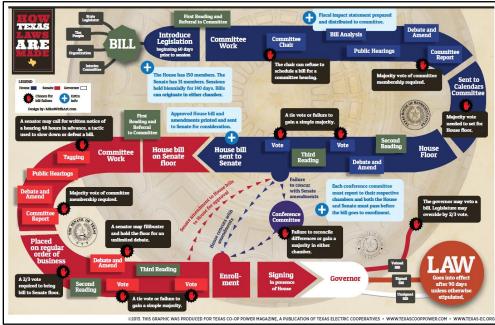
# LEGISLATIVE ADVOCACY TRAINING



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# **Texas Inmate Families Association: San Antonio Chapter**

## LEGISLATIVE PROCESS



"Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education."

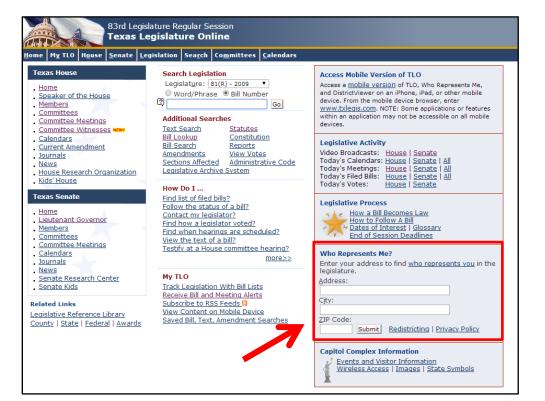
Franklin D. Roosevelt

## WHO REPRESENTS ME?

#### www.capitol.state.tx.us "Who Represents Me?"

#### Find out:

- U.S. Senator
- U.S. Representative
- State Senator
- State Representative
- State Board of Education Member



## STEPS TO TAKE BEFORE LEGISLATIVE SESSION

- **DECIDE** which issues will be pursued during session
- **DEVELOP** clear, concise positions and messages on each issue
- CONDUCT an educational campaign (website, email alerts, fact sheets, stories, witnesses)
- **MEET** with legislators to establish positive relationships (local legislators and those assigned to relevant committees; gather facts about the issue, including opposition, create concise fact sheets for members)

## STEPS TO TAKE DURING LEGISLATIVE SESSION

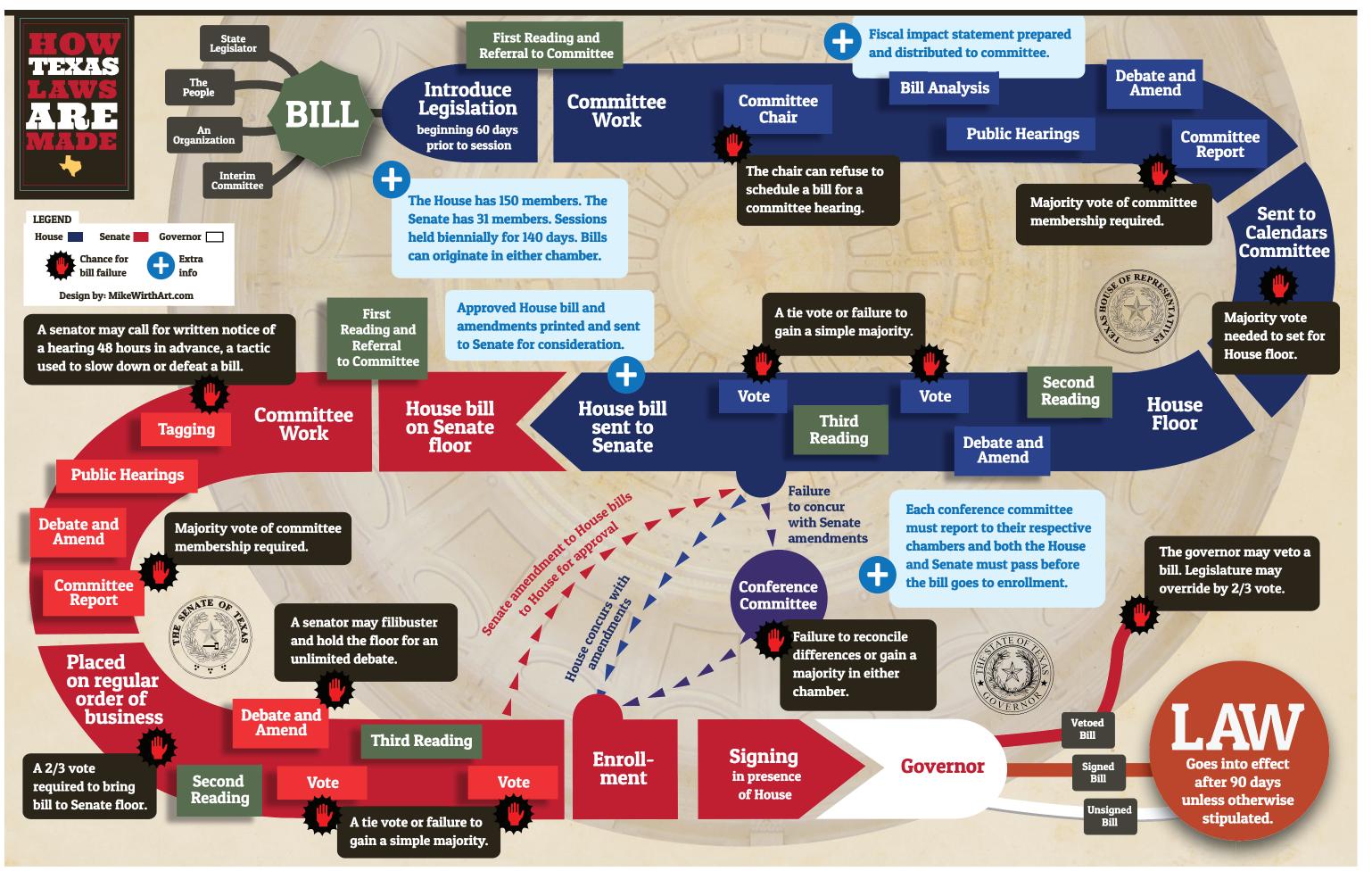
- TRACK legislation on your issue (utilize "My TLO" at <u>www.capitol.state.tx.us</u>)
- "SHOP" your bill to legislators
- HOST a legislative action day
- **SELL** the legislation to committee members once your bill is assigned to a committee (calls, visits, letters)
- **PREPARE** for and **ATTEND** public hearings to provide support or testimony
- SELL the legislation to floor members—be available as a resource

## STEPS TO TAKE AFTER LEGISLATIVE SESSION

<ul> <li>If your bill dies in committee or a particular chamber</li> <li>Don't be discouraged – most bills do not make it out of committee</li> <li>THANK the legislators who were of major assistance to your group</li> <li>WRITE a press release (if appropriate)</li> <li>FOCUS on future legislators and trying again</li> </ul>	<ul> <li>If your bill becomes law</li> <li>CELEBRATE!</li> <li>WRITE a press release</li> <li>INVOLVE your group in the bill's implementation process</li> </ul>
<ul> <li>If your bill is vetoed by the Governor</li> <li>WRITE a press release</li> <li>ENCOURAGE local implementation (instead of statewide implementation</li> <li>CONCENTRATE on established foundations who support the issue</li> <li>DEVELOP relationships with the Governor and his allies</li> <li>MEET with opponents of the bill</li> </ul>	<ul> <li>If a committee wants an interim study on the issue</li> <li>PROVIDE research to committee members</li> <li>TESTIFY at hearings as permitted</li> <li>RECRUIT experts to attend the hearings</li> <li>APPRISE lawmakers, stakeholders, and the media of your suggestions and recommendations</li> <li>GAIN more support during the interim for greater success next session!</li> </ul>

## HOW TO GET MEDIA ATTENTION FOR YOUR ISSUE

- **CREATE** a contact list of media persons who are familiar with you and your issue
- **CALL** the media directly to pitch your issue
- WRITE a Letter to the Editor for our local newspaper
- WRITE an "op-ed" (opinion editorial) for your local newspaper
- **SEND** media outlets press releases on important developments and events
- **HOST** a press conference
- FOCUS on the message—nothing is ever "off the record"



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