

A stylized graphic of a torch with a white handle and a white flame, set against a dark red background. The flame is composed of several curved, overlapping shapes. A dotted white line curves around the torch and extends towards the top right corner of the slide.

ADVOCACY

Energize your base
Equip your advocates
Build relationships with lawmakers

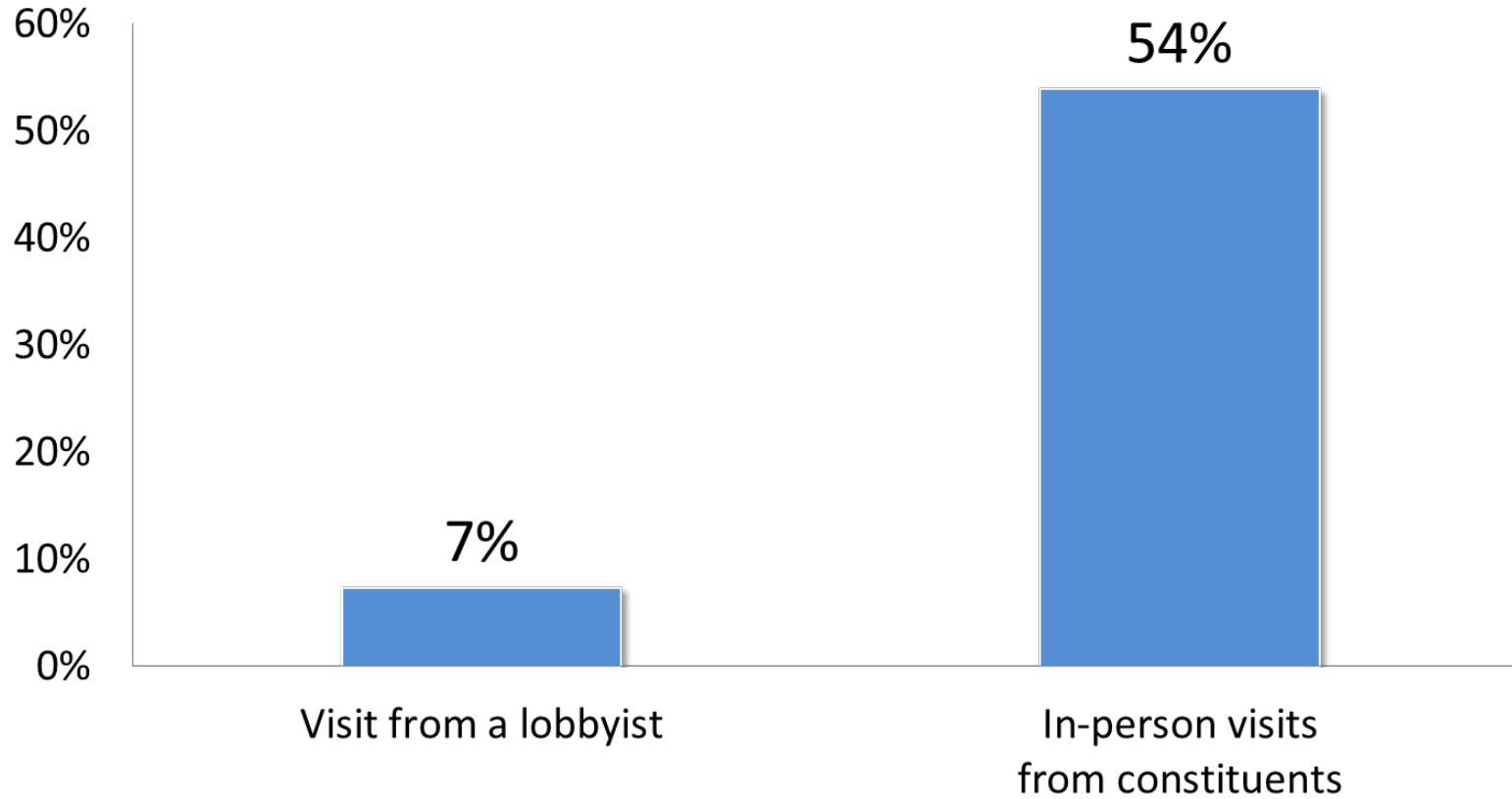
with Amy Shope Manzi
Director, Grassroots Advocacy
American Heart Association

HOW DO WE DEFINE “ADVOCACY”?

- Speaking on behalf of people
- The act or process of supporting a cause or proposal (Miriam-Webster)
- The application of pressure on the people and institutions that have the power to give you what you want (Midwest Academy)

WHY ADVOCACY?

A Lot of Influence



Copyright – Congressional Management Foundation
Source – 2015 Perceptions of Citizen Advocacy



BEYOND MEETINGS: OTHER ACTIVITIES

Media	Write & submit LTE, pitch an Op-Ed, Share stories with reporters, Host media events
Call	Call/drive calls to your lawmakers' offices
Social Media	Tag officials in social media posts
Email	Email your lawmakers and their staff
Act Online	Utilize online action tools, like the action center on our website: yourethecure.org
Contact	Contact partners & join/support their efforts

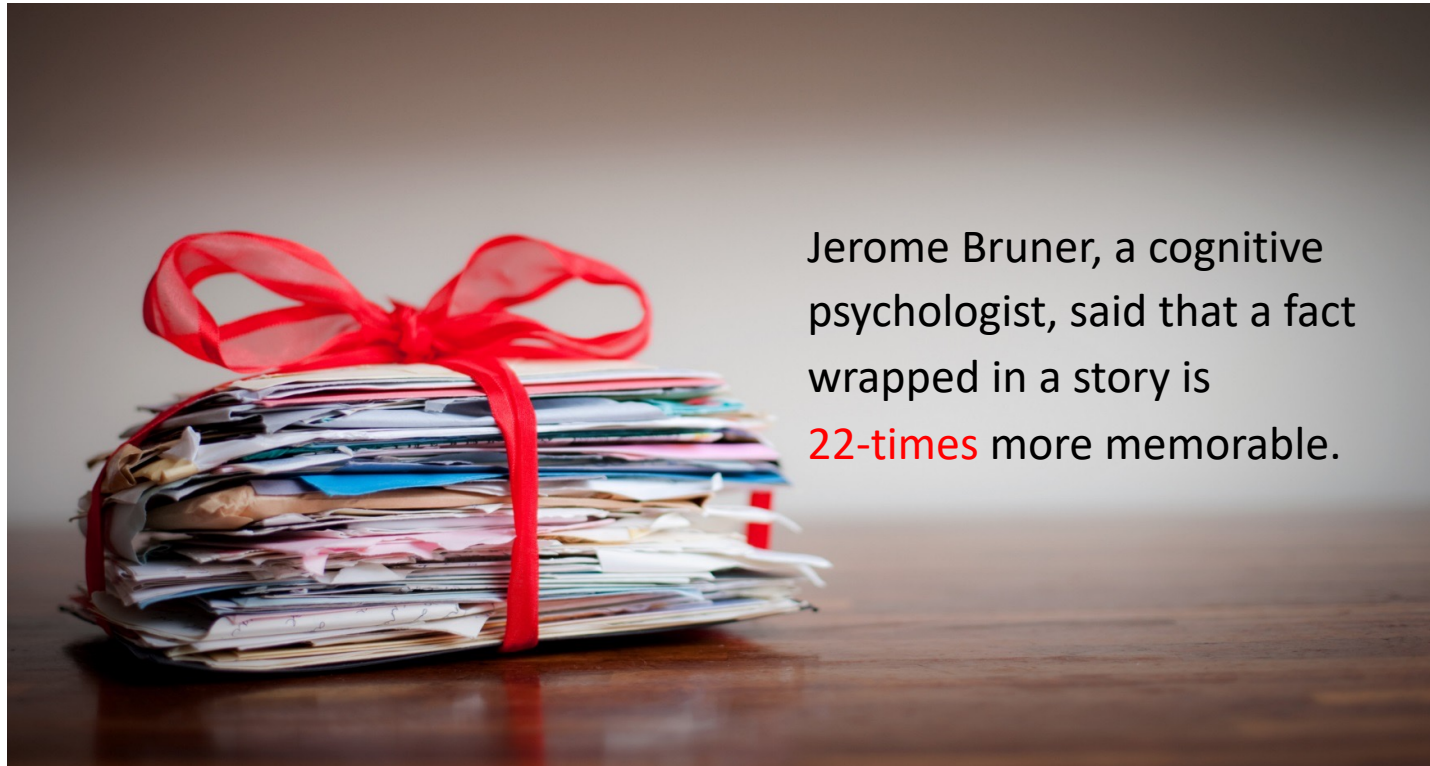
WHAT CAN YOU DO RIGHT NOW?

- Identify where public policy can help achieve your goals
- Identify existing resources and groups doing this work
- Rally your community
- Educate and train your advocates

BUILD RELATIONSHIPS WITH ELECTED OFFICIALS

- Help them get to know your community
- Establish yourself as a credible source for information and connections in the community
- Tell them the vital stories of community members you want them to remember

TELL YOUR STORIES



Jerome Bruner, a cognitive psychologist, said that a fact wrapped in a story is **22-times** more memorable.

STORYTELLING IN ADVOCACY CAMPAIGNS

- Advocates put a face on our facts and figures
- Connecting lawmakers to constituents and stories
- Stories- the human interest side of an issue- help gain media coverage of an issue
- Your stories can inspire new advocates to join the effort

**Heart disease is America's #1 killer.
Let's not give up the fight.**

Forty percent of all Americans will have some form of cardiovascular disease, yet millions of dollars will be stripped from heart research as a result of sequestration. NIH research is vital to taking on this killer – for the health of generations to come.

Congress: restore NIH research funding NOW.

"Too many families have been touched by heart disease. Medical research funding should be a national priority."

Juddson Rupp
Heart Disease Survivor and Advocate

American Heart Association | American Stroke Association.
yourethecure.org

CRAFTING YOUR STORY

YOUR STORY IS POWERFUL!

- Passionate, Compelling, and Sticky

STORY STRUCTURE

- Have a clear objective
- Choose your details
- If...then OR Since...then
- Be sure to finish with an ask!

YOU MAY NEED DIFFERENT VERSIONS

- Email, meeting, media interview, etc.

PRACTICE YOUR DELIVERY



American Heart Association®

You're the Cure

Text ATLANTA to 46839 to join!

VISIT US: yourethecure.org

QUESTIONS?

Contact me: amy.shope.manzi@heart.org

LOCAL AHA ADVOCACY TEAM:

Kim VanVeen, Grassroots Manager

kim.vanveen@heart.org

Michael Cortes, GA Government Relations Director

michael.cortes@heart.org

Laura Bracci, Community Advocacy Director

laura.bracci@heart.org