

# Getting Ready for Advocacy Day: Advocacy 101 & Giving Testimony

Housing and Homelessness  
Advocacy Day



*Register now!*

Thursday, Feb. 28th, 2019

Olympia, Washington

8:00 am - 4:00 pm

Register here:  
<http://bit.ly/hhad2019>

Join 600+ advocates for a powerful day of action.

- Meet your lawmakers, tell your story
- Learn about important housing bills and build your advocacy skills
- Stand with the growing movement for safe, healthy, affordable homes

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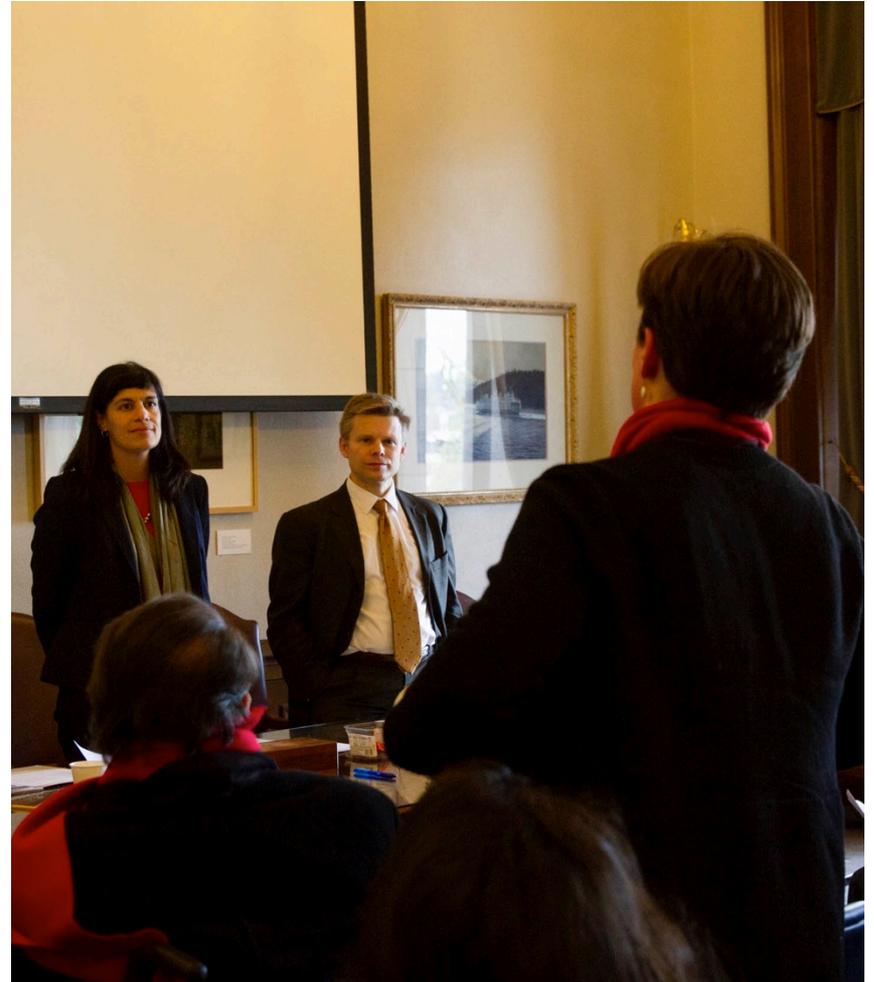
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WASHINGTON LOW INCOME  
**Housing Alliance**

# Agenda

- Legislative advocacy and tools
- Background on the legislature
- Take action!
- Tips on giving testimony
- Insight from advocate/organizer Chris Heer



# What is legislative advocacy?



1. Lawmaker education, providing information
2. Relationship-building
3. Pushing for meaningful commitments, providing accountability
4. **Using your power for inside-strategy**

# What is our role during Legislative Session?

**Legislative Session goes fast; advocates must make their priorities visible.**

Advocacy consists of five major roles:

1. Tracking bills and budget hearings—
  - Housing Alliance hosts bi-weekly Advocate calls and bill tracker
  - Legislature website: <http://leg.wa.gov/legislature/Pages/Calendar.aspx>
  - Sign-up for your legislators' newsletters (find your legislators at [app.leg.wa.gov/DistrictFinder/](http://app.leg.wa.gov/DistrictFinder/) )
2. Housing and Homelessness Advocacy Day (**NEXT WEEK!**)
3. Action Alerts and calls to Legislative Hotline (1-800-562-6000)
4. Testify or sign-in pro/con at committee hearings
5. Lawmaker or LA meetings; host organizational members, board members

# Sign-up for Action Alerts: [wliha.org](http://wliha.org)



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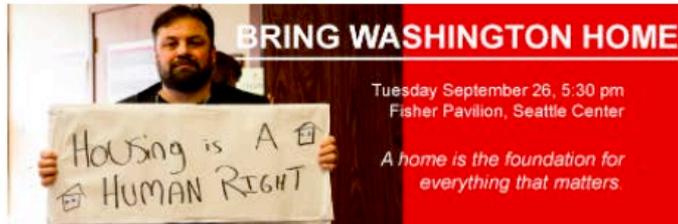
ABOUT

ADVOCACY

RESOURCES

CONFERENCE

## Bring Washington Home Annual Fundraiser



### BRING WASHINGTON HOME

Tuesday September 26, 5:30 pm  
Fisher Pavilion, Seattle Center

*A home is the foundation for  
everything that matters.*

**Join us as we celebrate the voices of our movement!** By supporting our advocacy at Bring Washington Home, you're helping to do something extraordinary: boost the signal of our mission to ensure that everyone in Washington has the opportunity to live in a safe, healthy, affordable home. There is no cost to attend Bring Washington Home, but guests will be invited to contribute a personally meaningful amount to sustain our work. **RSVP and get more info here!**

## Resident Action Project



The **Resident Action Project (RAP)** is organizing a statewide network of people who have personal experience with homelessness, housing instability, and the challenges of living on a low income - and together, we are building power to change public policy. As a RAP friend and member, you will gain organizing, advocacy, and policy skills. Want to get involved? **Learn more here!** RAP is a joint project of the Washington Low Income Housing Alliance, and the Washington Housing Alliance Action Fund.

## TAKE ACTION

July 24, 2017 - 1:30pm

Tell Congress: Lift spending caps, and invest in homes!

**SIGN UP FOR ACTION ALERTS**

## Videos

### The Housing Alliance Story



## Latest News

Housing Alliance statement of support for Seattle's proposed Fair Chance Housing Ordinance



Washington Low Income Housing Alliance Legislation pending before the



Legislature Home > Washington State Legislature > Calendar

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Laws & Agency Rules
Agendas, Schedules, & Calendars
Bill Information
View all links

## Agendas, Schedules, and Calendars

### Committee Meeting Agendas

Daily, weekly (near and during session), and monthly lists of upcoming meeting agendas.

### Committee Meeting Schedules

Daily and monthly schedules of upcoming committee meetings.

### Past Committee Meetings

Previous committee meetings from the current calendar year, listed by date.

## Calendars

<b>Session Cutoff Calendar</b> Relates calendar dates to legislative days and notes session deadlines for committees and floor action.		
<b>Senate Committee Meetings / Floor Schedule</b> Links to weekly PDF files of the Senate schedule.		
<b>Floor Activity Reports</b> Bills currently being debated on the floor in the House and Senate (updated in real time), bills scheduled for floor debate with links to amendments, histories, bill text, and roll call votes.	House	Senate
<b>Bill Introductions</b> Lists all introductions in the current calendar year.	House	Senate
<b>Capitol Campus Activities and Events</b> Calendar of Events on the Capitol Campus (goes to Dept. of Enterprise Services website)		



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## TAKE ACTION

January 7, 2018 - 6:36pm

Urge lawmakers to hit the ground running for affordable housing and homelessness in 2018

January 7, 2018 - 6:37pm

Pass a Capital Budget in early January!

## Bill and Budget Tracker

STATE LEGISLATIVE  
ADVOCACY

BILL & BUDGET  
TRACKER

FEDERAL LEGISLATIVE  
ADVOCACY

BOARD ADVOCACY  
PROJECT

HOUSING AND  
HOMELESSNESS  
ADVOCACY DAY

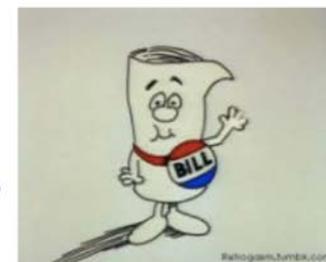
EMERGING ADVOCATES  
PROGRAM

## Budget Tracker

### Legislative session

Our bill and budget agenda will be updated daily, or when there are changes to report. (Last update 1/20)

Track the progress of the bills we're watching, and our support agenda in the session. Track the progress of the bills we're watching, and our support agenda in the session. Track the progress of the bills we're watching, and our support agenda in the session.



SIGN UP FOR ACTION ALERTS

DONATE

BECOME A MEMBER

SHARE YOUR EXPERIENCE

LOCATE HOUSING

This bill tracker will be updated daily, or when there are changes to report. (Last update 1/20)

Learn more about our lead and support agendas at our [State Advocacy Page](#).

## Lead Agenda Policy Bills

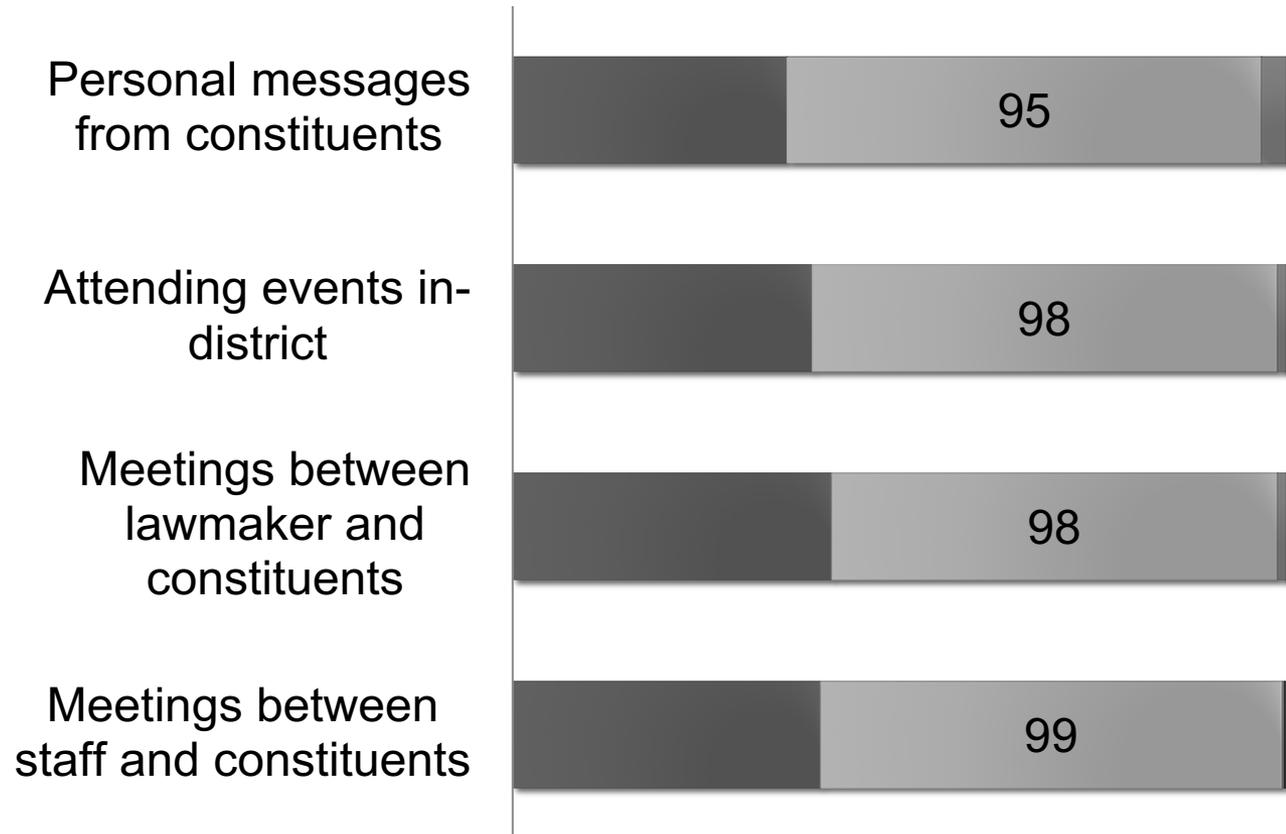
Bill #	Bill Title	Bill Sponsor	Bill status
<b>HB 1239</b>	Concerning requests for medical records to support an application for social security benefits.	Sullivan	Passed House, In Senate

## “How important is it to understand constituents’ views and opinions?”

■ Very important   ■ Somewhat important

Lawmakers are receiving a larger volume of impersonal email communications than ever.

To make sense of this data, lawmakers rely on relationships to seek insight into how those issues impact their districts.



Source: “Citizen-centric advocacy: the untapped power of constituent engagement.”  
Congressional Management Foundation.

## Influence on policy decision

■ A lot of positive influence    ■ Some positive influence

Form email messages

56

Visit from a lobbyist

83

Phone calls

84

Individualized email messages

94

In-person issue visits

94

Direct communication makes the biggest impact on a lawmaker who hasn't made a firm decision yet.

This makes individualized email and in-person visits critical.

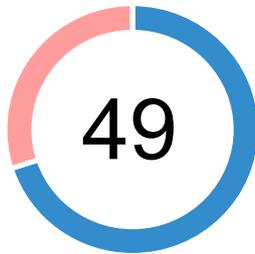
Email blasts "give cover" for supportive lawmakers.

Source: "Citizen-centric advocacy: the untapped power of constituent engagement."  
Congressional Management Foundation.

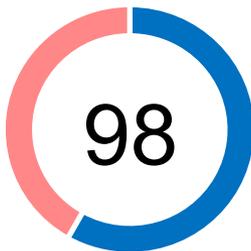
# WA State Biennial Legislative Cycle

- 49 Legislative Districts—  
2 Reps + 1 Senator

State Senate



State House

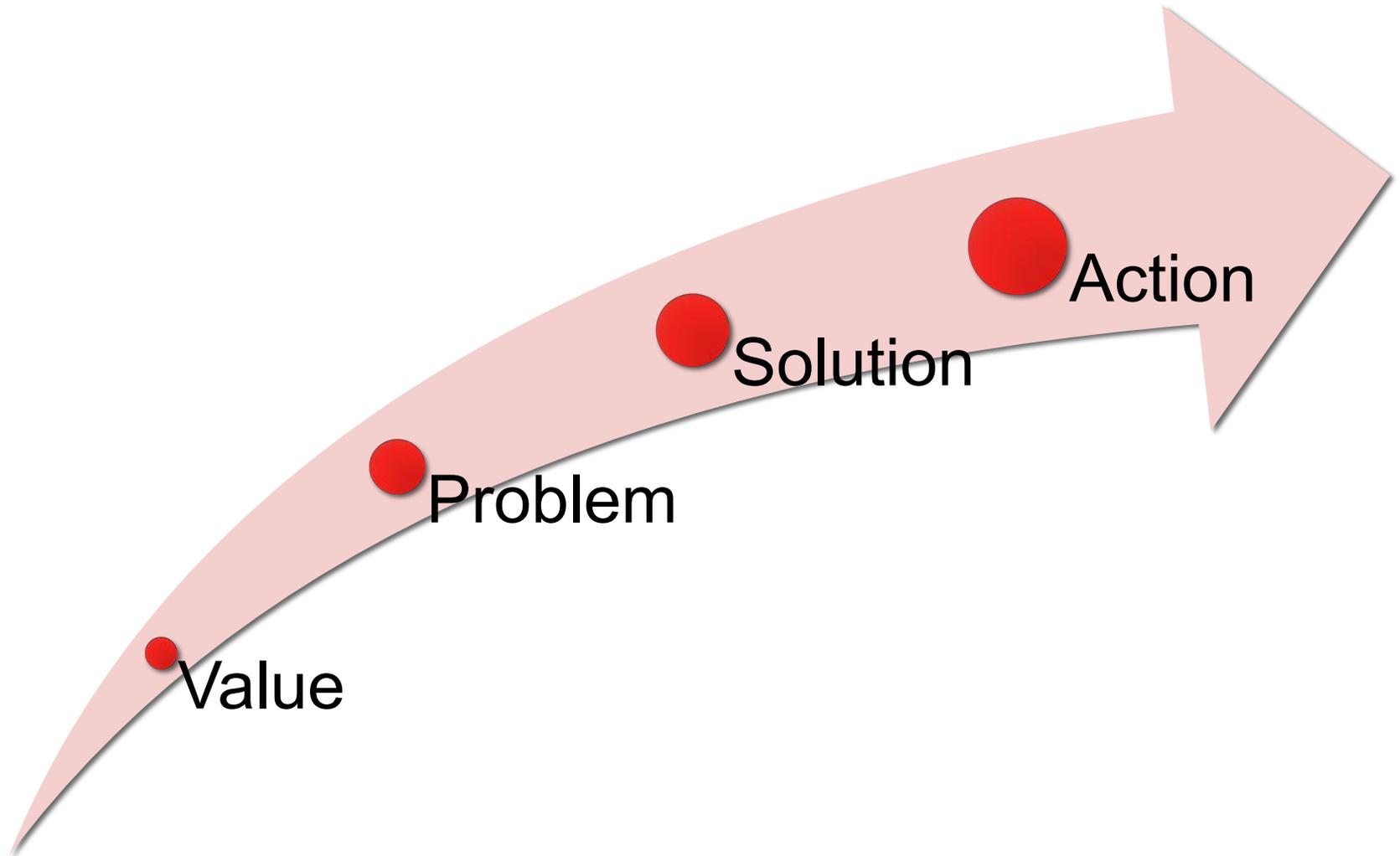


■ Democrats ■ Republicans

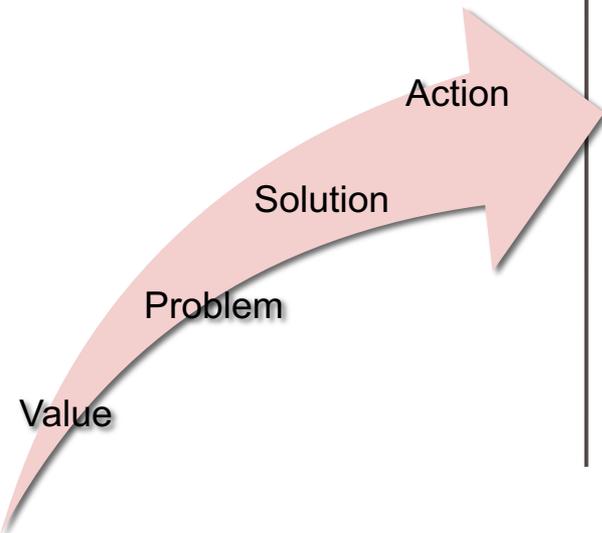
## Biennium— 2-year legislative cycle

- Odd years— 105 days, pass a budget for 2019-2021
  - 3 budgets: Operations, Capital, Transportation
- Even years— 60 days, adjust w/supplemental budgets
- Special Sessions— 30-day extensions if no budget passed
- **\*Interim— between sessions**

# The structure of a mobilization message



Mobilization  
message =>  
Pitch to  
lawmakers



## The structure of a mobilization message

Introduce yourself

*"Hi Rep/Senator\_\_\_\_. My name is \_\_\_\_\_ and I live/work in your district."*

Name the issue

*"I'm here to talk to you about\_\_\_\_. Are you familiar with it?"*

Why it's important to you;

*"This is an important issue for me because..."*

Make the ask

*"Will you vote yes?"*

# Planning for and structuring a lawmaker meeting

## CHECKLIST FOR PLANNING A LAWMAKER MEETING

### BEFORE THE MEETING

- Designate someone to greet the decision maker and introduce them to the key people at your meeting, (especially important if you are hosting a large event).
- Welcome the decision maker to the space if the meeting is not in their office.
- The person greeting should know what the decision maker looks like. Their webpage will have a picture of them. (See the previous section on looking up a legislator's webpage.)

### DURING THE MEETING

- Begin with introductions of everyone in the room, having each attendee introduce themselves with their name, relevant organizational affiliation, and how they are connected to the lawmaker's district. For example, do you live there and/or work there, and/or serve people there?
- If you do not have a direct connection to the district, identify the particular knowledge or experience that you have about the issue. For example, you study laws that criminalize homelessness.
- Introduce the issue and be sure to ask if the decision maker is familiar with it. This will help you assess how much background information to give. Even if they say they are familiar with the issue, you should make the key points you want to share.
- Briefly and succinctly explain the issue. Explain why it is important and how it impacts you and your family (if relevant).
- Lead with values. For example: "Everyone should have the opportunity to live in a safe, healthy, and affordable home."
- Share anecdotes from those directly affected and direct service providers.
- Share relevant data. See the [County-by-County Fact Sheet on Housing Affordability](#) from the Department of Commerce.

- Step 1: Know your **AUDIENCE**
- Step 2: Know your **GOAL**
- Step 3: Develop the **AGENDA & ROLES**
- Step 4: **PRACTICE**

# Step 1: Know your **AUDIENCE**

- Voting history
- Campaign commitments
- Committee and caucus assignments
- Priorities and key issues
- Legislative Aides



Kent and other South King County residents recognize the importance of a new YMCA in our community. The budget we passed this evening includes \$5.2 million in grants for the new East Hill YMCA facility, [which you can read more about here.](#)

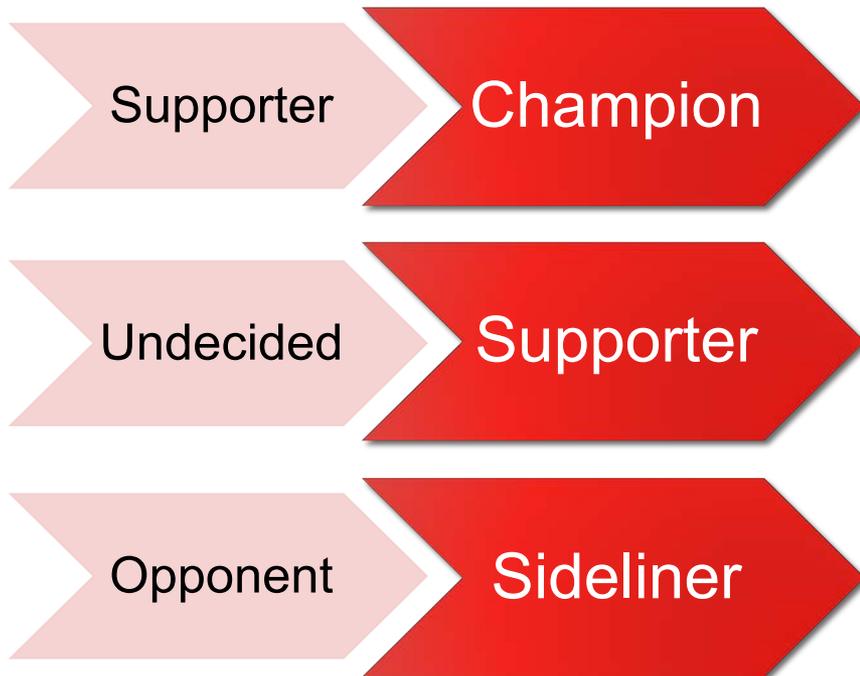


Green River and Highline Colleges will receive needed funding for building repairs and renovations. Additionally, Highline is set to receive a grant to rebuild a new Health & Life Sciences building which will help prepare students for a variety of good jobs in high demand fields.

Nexus Youth and Families in Auburn will receive \$500,000 for facility renovations needed to support their mission of providing housing, treatment, counseling and other support services to homeless or at-risk youth.



## Step 2: Know your **GOAL**



- Prioritize issues to cover based on your ask.
- Don't assume the lawmaker knows the issue (or bill).
- Stay focused—only share what they need to know.

# Step 3: Develop the **AGENDA & ROLES**

## Develop your **AGENDA**

- Introductions
- Meeting overview
- Personal stories
- The “Ask”
- Background info, response-reframe
- Thank you, follow-up

## Identify your **ROLES**

- Facilitator
- Storyteller(s)
- Pitcher
- Notetaker
- Time-keeper

# Join the Day of Action!



**600 Million  
for Homes**

Share



600 Million for Affordable Homes

Your voice matters! Your legislators need to hear from you. Take action for affordable homes by sending a message now! The more lawmakers hear from you, the closer we are to safe, healthy, and affordable homes for all.

We just need few pieces of information to connect you with representatives.

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Email Address*	
<input type="text"/>	
Address, line 1*	
<input type="text"/>	
Zip Code*	
<input type="text"/>	

<https://bit.ly/2MGZ6qh>

# Housing Alliance 2019 Priorities

- Invest \$200 million in the Housing Trust Fund.
- Allow local communities to retain a portion of the state's sales tax to invest directly into affordable homes. (**HB 1406/SB 5646**)
- Implement eviction reform (**HB 1453/SB 5600**) and require cause for tenancy termination (**HB 1656**).
- Increase the Housing and Essential Needs rental assistance program for adults with disabilities by \$69 million.
- Make the Real Estate Excise Tax (REET) more progressive (**HB 1921/SB 5582**)

# Why is testimony important?

- Lawmakers care as much, if not more, about **stories** than statistics
- They see your face, feel your emotions, they know you care. You showed up.
- Public Hearings are a critical point in the legislative process for advocacy
- You are the expert – opportunity to educate lawmakers
- Democracy in action
- It's empowering!



# How does testifying work anyway?

- Nut and Bolts of the State Legislature and Public Hearings
- When will people be asked to testify?
- On the day of, what should people expect?
- If you can't come in person, how else can you share your story?

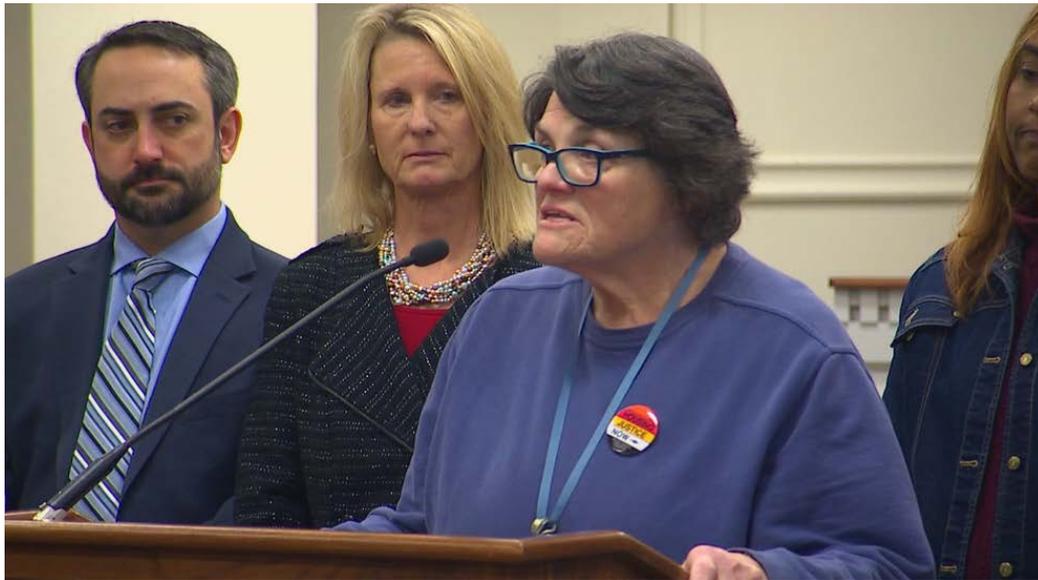
# Crafting Your Testimony – Essentials

- ❑ **Say who you are**
- ❑ **Say why you are here**  
 (“I’m here to ask you to support House Bill...”)
- ❑ **Share a brief personal story**
- ❑ **Relate your story to the bill**  
 (“This bill would alleviate this issue for me and many others by...”)
- ❑ **Reiterate the ask**  
 (“Please vote yes on House Bill...”)

# Crafting Your Testimony – Tips and Suggestions

- Tell your story, in your own voice
  - Use statistics strategically, but not always necessary
- Ask yourself, “*What is my motivation?*”
- Identify the problem and the solution
- Focus on the most relevant parts of your story - don't try to cover it all. Make sure to relate it to the bill.
- Write it down, streamline it, stick to the script
- If nothing else, **be clear about your ask**
- Have multiple versions ready at different lengths
  - 3 min, 2 min, 1 min
- Work with Housing Alliance to coordinate stories

## Special Guest



Chris Heer, 2019



# Questions?



# Thank you!

## Upcoming webinars:

Tues Feb 26, 12:00- 1:00 pm

*“Understanding Evictions and Fighting Anti-Black Racism with Housing Justice”*

## Volunteer Prep Parties:

Monday 2/25 and Tuesday 2/26

5:30-7:30pm

Register here:

<https://wliha.typeform.com/to/oZoU46>

For more information, contact [dimitrig@wliha.org](mailto:dimitrig@wliha.org)



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