

Advocacy Teams



Friends Committee
on National Legislation

Training Workbook

Updated January 2023



Never doubt that
a small group of
thoughtful,
committed
citizens can
**change
the world;**
indeed, it's
the only thing
that ever has.

— *Margaret Mead*

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Tell Your Lobbying Story

As a grassroots advocate, your power lies in your story. You do not need to be a policy expert to lobby your legislator—because you are already an expert on how policy issues impact your life and your community.

Stories are an opportunity to communicate your values to your members of Congress and to form a relationship based on trust and mutual respect.

There are three kinds of stories all advocates should know:

- » **The Turning Point Story:** This story describes the moment when you realized something was a problem.
- » **The Moral Values Story:** This story describes a moment or experience that shaped your values based on your faith, your upbringing, or your life.
- » **The Personal Impact Story:** This story describes a firsthand experience in your life that motivates you to advocate on a legislative issue.

How can we make these stories most effective?

Here's an easy recipe for an effective story:

- » Frame the issue through an individual moment or experience.
- » Identify your values that are illustrated within your story.
- » Tie your story into the policy issue and legislative ask.

To make your story most effective, remember to

- » **Be concise.** Practice a story you can share in 90 seconds or less.
- » **Be specific.** Share people, places, details from your story to engage the listener.
- » **Be mindful.** We should never ask or expect someone to share a story they are not comfortable sharing.

“When we tell our own story, we teach the values that our choices reveal—not as abstract principles, but as our lived experience.”

– Marshall Gantz

TIP:

Over time, experienced advocates develop a *story bank*, a collection of stories they can use to lobby on a range of issues, or to connect with different legislators.

Queries for brainstorming your story:

- » What is one moment in your life that inspired you to take action for peace and justice?
- » Why is this issue important to you?
- » Which of your core values inspire you to advocate on this issue?

Brainstorm the important details you want to cover in your story.

What are the feelings, images, or values you want your listeners to remember?

- 1.
- 2.
- 3.

What is one story from your life that you could share in a lobby visit on the Advocacy Teams issue campaign?

Use the space below to work on your story and practice it with someone you trust.

Give feedback to your partner

As you write out your story, take time to practice with a partner on your team.

What emotions did the story evoke in you?

What were some of the highlights of the story for you?

Which parts of the story could be more clear?


TIP:

To honor your partner's story, focus on how their story made you feel, rather than responding with an example from your own life.

The RAFT Principles

Your life raft for effective advocacy

The RAFT principles will help you be an effective advocate in any situation: during a lobby visit, when writing a letter to the editor or in any other context when you want to be persuasive about an issue you care about.



R **RESPOND** to current events or a recent action taken by your member of Congress.

A **ASK:** Make one specific, clear request for action.

F Include **FACTS** about the issue to inform your listener and ground your point in trusted sources.

T **TIE** in your story: how does this issue connect to you or your community?

BALANCING FACTS AND STORIES

It's hard to make an authentic personal connection if you only talk about facts. But if you just tell personal stories without any data, you miss an opportunity to educate your legislator. When you put facts and stories together, they are greater than the sum of their parts. Each one allows the other to be heard more fully.

Read this example with highlighted RAFT principles to see how this works in practice!

I want to begin by thanking you for co-sponsoring a bill in the last Congress to repeal the 2002 Authorization for Military Force in Iraq. As we continue to work together to strengthen congressional oversight over war powers, we have an opportunity to prevent future wars by investing in peace. Today I am asking you to publicly support increased funding in three key peacebuilding accounts: \$66 million for the Complex Crises Fund, \$40 million for Reconciliation Programs, and \$25 million for Atrocities Prevention.

I know that we both care deeply that our tax dollars are spent wisely. What excites me about peacebuilding is that it not only saves lives and prevents suffering, it is a smart investment of our resources. The Institute for Economics and Peace found that for every \$1 we spend on peace, we save \$16 on the cost of conflict.

I experienced the value of investing in peace firsthand a number of years ago when I worked with at-risk youth at an after-school program in Baltimore, MD. I worked with middle schoolers who frequently got into arguments and fights, which meant I had to spend a lot of time dealing with the aftermath of conflicts. I had to try something different, so I started teaching basic conflict resolution and prevention skills to my students. After a few weeks of these peacebuilding lessons, we spent way less time dealing with conflict and much more time learning together.

Peacebuilding works in a middle school classroom just like it does around the world. By investing in peace, we can prevent wars from breaking out, save lives, and wisely invest our nation's resources for a more peaceful future.

RESPOND

ASK

FACTS

TIE-IN

TIP

All four RAFT principles are important, but they don't have to be used in order.

Group Norms and Practices

Every Advocacy Team has a certain culture that characterizes how it works together.

We encourage all teams to be intentional about how they work together and to revisit this discussion regularly as your team continues to grow. Establishing healthy norms and practices allows us to make our teams more positive, welcoming, and effective in our efforts.

Take a few moments to brainstorm three norms and practices that foster a supportive and effective group.

- 1.
- 2.
- 3.

Take a few moments to brainstorm three norms and practices that can prevent a team from being successful.

- 1.
- 2.
- 3.

TIP

It is good to review these norms and practices every six months or any time a new person joins your team!

Requesting a Lobby Visit with Your Member of Congress

Our approach to advocacy builds on the power of personal relationships, shared values, and speaking our truth.

One of the most effective ways to influence your legislators is by meeting with them directly to conduct a lobby visit, in person or virtually.

These meetings provide a chance to discuss your concerns, learn their perspective, and urge them to take action.

How to submit your request:

1. Submit a message through the Contact form on your legislator's website.
2. Write to their scheduler directly. You can find the scheduler's email address at www.fcni.org/congress (go to My Officials → Staff Lookup).
3. If you have met with that office before, write to the staffer you have been in touch with most recently to request another meeting.
4. Call your member of Congress's district or D.C. office.

Details to include in any lobby visit request:

- Information about yourself and your group (professions, geographic distribution, faith backgrounds, affiliations with community groups, etc.).
- Suggested dates and times for your meeting.
- Topic or issue you will focus on.
- Optional: You can mention your group's connection to the Friends Committee on National Legislation, but this is not always necessary.

Requesting a Lobby Visit with Your Member of Congress

Sample email script

Dear [Scheduler's Name],

My name is Tim, and I'm writing on behalf of a group of constituents from the Dayton, Ohio, area. We would like to schedule a teleconference meeting with Rep. Turner sometime during the week of February 1. If Rep. Turner isn't available that week, we would love to meet with a member of his staff who handles foreign policy.

In our group we have two retired educators, two nurses, a small business owner, and a stay-at-home parent. We belong to different faith communities, including Unitarian Universalists, the Church of the Brethren, and the Religious Society of Friends. All of us live in Ohio's 10th Congressional District (some in Dayton and some in the eastern suburbs).

Is the Representative available to meet, via teleconference, with our group any afternoon during the week of Feb. 1?

If that time window does not work, please let me know what is possible. If I should connect with a different staff person, I would appreciate it if you could connect us.

We are hoping to meet with Rep. Turner to urge him to publicly support increased funding in three key peacebuilding accounts: \$66 million for the Complex Crises Fund, \$40 million for Reconciliation Programs, and \$25 million for Atrocities Prevention. We are encouraged by a recent finding by the Institute for Economics and Peace, which found that for every \$1 we spend on peace, we save \$16 on the cost of conflict. We believe even small investments in peacebuilding can have dramatic effects on preventing conflict around the world and building a more peaceful future. We are eager to hear what the Representative's perspective is and learn how we can work together to invest in peace.

Thanks. I look forward to hearing from you!
Tim

Requesting a Lobby Visit with your Member of Congress

Sample call script

Hello, how are you?

I'm a constituent calling from *[district]* to schedule a meeting with *[Representative/Senator _____]* or a representative from your office.

Who would be the best person to speak to about this?
[specify if you know the staff member you want to meet with]

As people who are involved in *[list any community engagements]*, our group is very concerned about *[issue campaign for the year]*.

We think it's critical that Congress work towards *[short statement of our issue campaign's goals]*.

Our group includes community members such as
[name a few participants' occupations or activities].

Are you available to sit down with constituents from *[district]* any time during *[desired time period]*?

Great. I'll send you an email with information about our group and when we are available. And I'll follow up by phone later in the week.

Thank you very much for your time.

We're looking forward to meeting you.

TIP

Be persistent!
It takes many attempts to get a meeting.

Be respectful but don't give up!

Building a Profile for Your Member of Congress

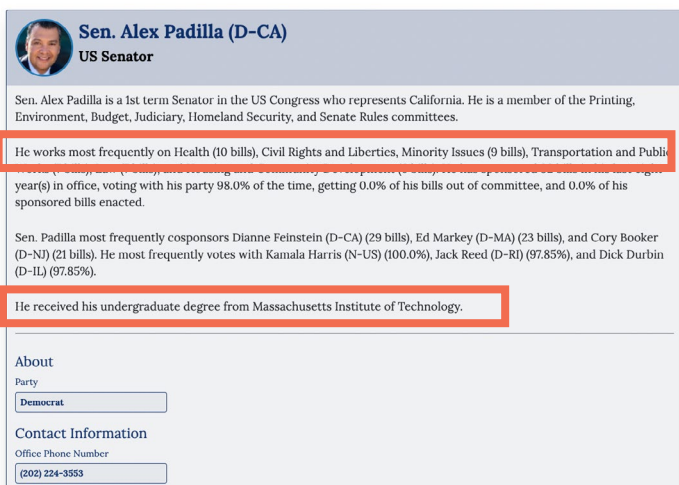
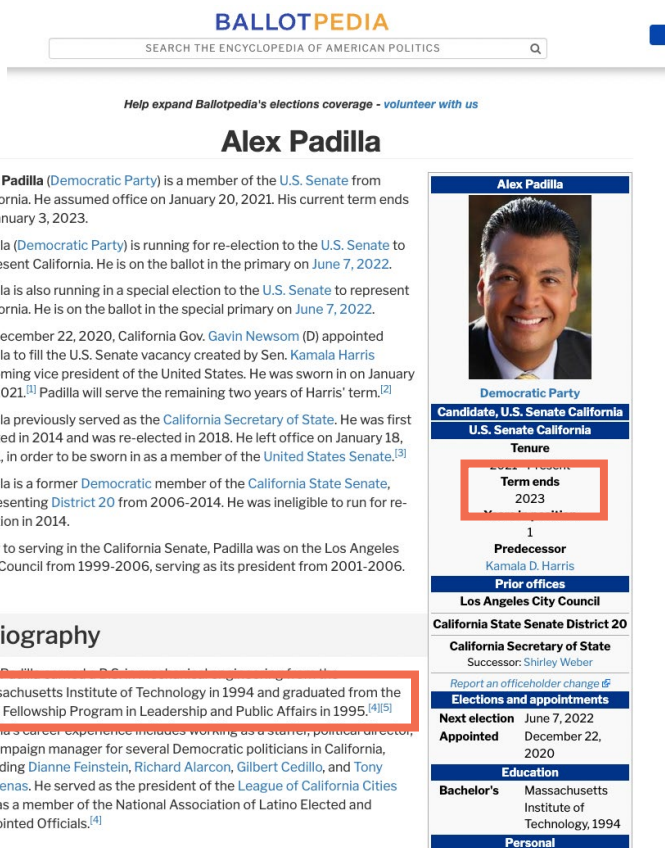
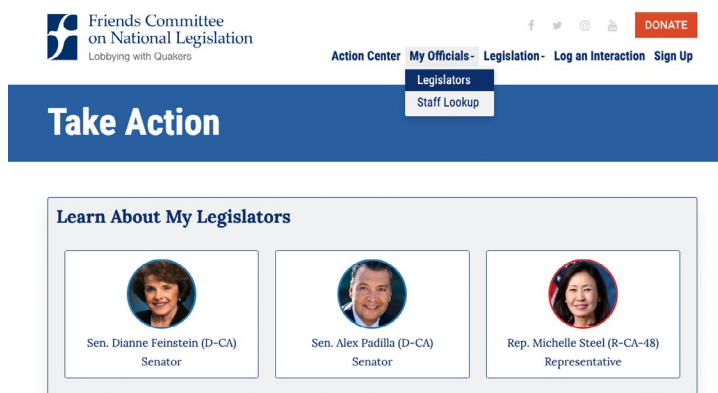
As you begin researching your members of Congress, you can build a profile for each legislator to better understand their backgrounds, their values, and where they hold influence in Congress.

1. Look up your member of Congress on the FCNL website

FCNL maintains a profile of all members of Congress at www.fcnl.org/congress.

Click on the My Officials tab. You can also find more biographical information at www.ballotpedia.org.

Some things to look for include their educational and career experience, their faith background, and when they are up for re-election!



Building a Profile for Your Member of Congress

2. Look up your member's voting records

Research your member's voting record by visiting www.fcni.org/congress. You can also look up other legislation they have supported in the past and set up alerts at www.congress.gov.

Researching their voting history is an important way to show that you are paying close attention to their actions, and it will help your team develop a more strategic ask.

TIP

Check out the Scale of Leadership on p.22 to see how your legislative ask might change if your member is supportive, opposed, or undecided on an issue.

Friends Committee on National Legislation Lobbying with Quarters		End US Support for the War in Yemen		
Search by name...		Download		
Official	117th Vote: SJ Res 31	116th Vote (S): SJ Res 7	116th Vote: SJ Res 7 Veto Override	
1 Sen. Tammy Baldwin (D-WI)	✓	✓	✓	
2 Sen. John Barrasso (R-WY)	✗	✗	✗	
3 Sen. Michael Bennet (D-CO)	✗	✓	↔	
4 Sen. Marsha Blackburn (R-TN)	✗	✗	✗	
5 Sen. Dick Blumenthal (D-CT)	✗	✓	✓	
6 Sen. Roy Blunt (R-MO)	✗	✗	✗	

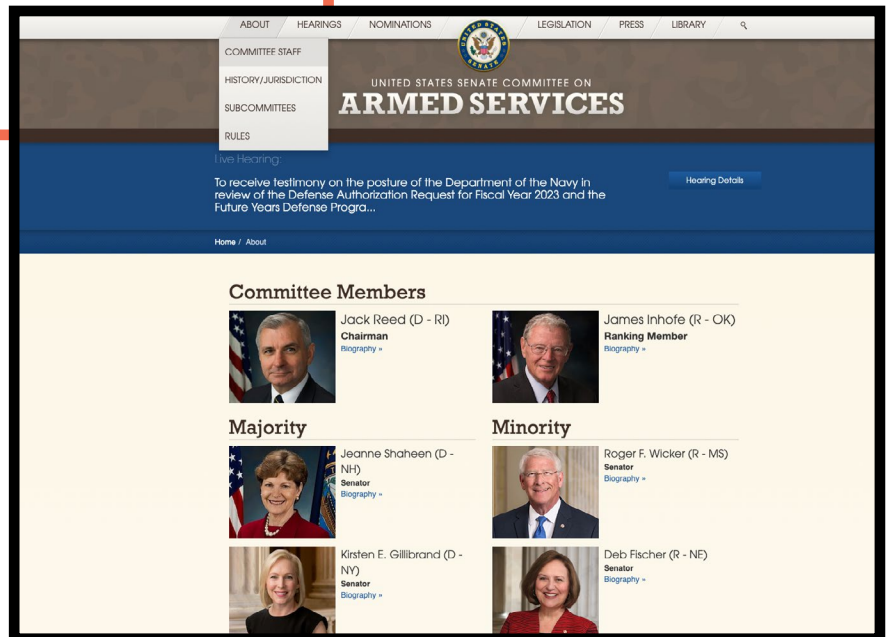
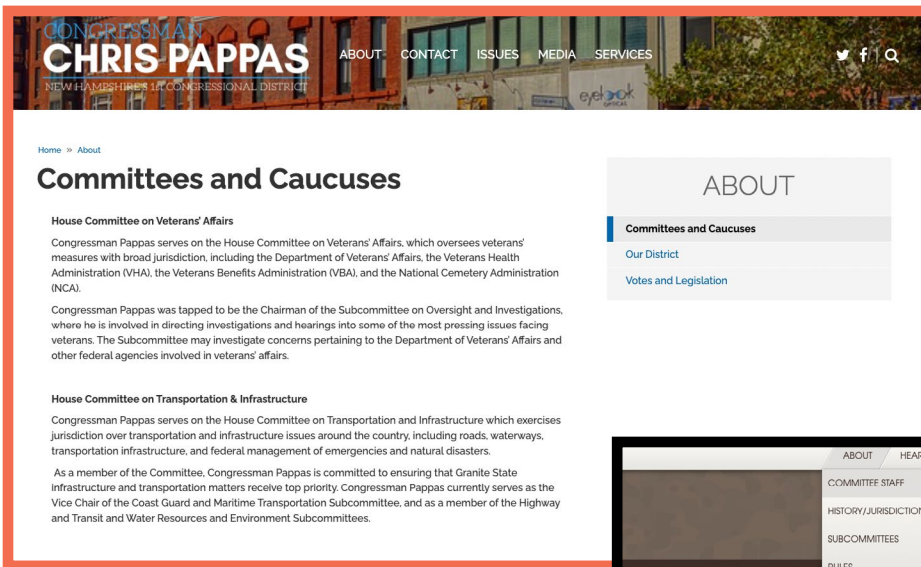
Take a look!

On the Advocacy Teams Toolkit, you can find your member's voting history for legislation on our campaign issue.

Building a Profile for Your Member of Congress

3. Look up your member’s committee assignments

Learning about your member’s committee assignments can help you understand their areas of influence and expertise. Look up your member’s committee assignment by visiting their website and viewing their About page. You can also visit the webpage for each committee to learn more about their statements and actions and to learn who the ranking members are on each committee.



Building a Profile for Your Member of Congress

4. Set up a Google News Alert

Setting up Google News Alerts on your senators and representative is a great way to keep up with the news around your members of Congress or a specific piece of legislation.

1. Go to www.google.com/alerts.
2. Enter the name of your member of Congress.
3. Enter your email address and set options for how you would like to receive the alerts.

The screenshot shows the Google Alerts interface. At the top, the word 'Alerts' is displayed in a large font, with the subtitle 'Monitor the web for interesting new content' below it. A search bar contains the text 'Senator Shaheen'. Below the search bar, there are several dropdown menus for configuring the alert: 'How often' is set to 'As-it-happens', 'Sources' is 'Automatic', 'Language' is 'English', 'Region' is 'Any Region', 'How many' is 'Only the best results', and 'Deliver to' is 'Your e-mail address here!'. At the bottom left, there is a blue 'Create Alert' button, and to its right is a 'Hide options' link with a small upward-pointing triangle.

5. Follow your member on social media

Visit your member's website to find their social media profiles and follow them on Twitter, Facebook, and Instagram—or sign up for their email newsletter.



Member of Congress Profile Worksheet

Name:

Congressional district or state:

Party affiliation:

Personal

- Elected office held (if any) before Congress:

- Career/job/position before entering Congress:

- Religion (if any):

In Congress

- Number of years in Congress:

- Committee assignment(s):

- Relevant voting blocs or caucuses (*ex. Progressive Caucus, Congressional Black Caucus, Hispanic Caucus, Freedom Caucus*):

- Relevant past votes on the issue you are lobbying on:

In the news

- How did the member make the news in the past month?

- What has the member said publicly about the issue you are lobbying on?

Member of Congress Profile Worksheet

Based on your research, what are some of the things your member values?

What are some of the things that might influence their decisions?

Are certain issues or groups important to them?

What values do you have in common with your member of Congress?

Once you've identified some of the things that might shape their perspective and their values, look back at your story. Are there any similarities between your own story and your member of Congress's story?

Virtual Lobby Visit Roadmap

Start by designating a group leader and a notetaker. Fill in the boxes on the front and back of the page as you plan your visit. Use the spaces provided and write the amount of time each part of the lobby visit will take. This road map will be your guide during your virtual lobby visit.

Member of Congress:

Meeting connection details:

Group meeting time:

Group leader

Name:

Email & phone number:

Before meeting: Decide on when and how you will connect before the meeting. Find out how much time you have for the lobby visit. Suggest allocation of time among delegation members. Identify an issue for which the legislator could be thanked.

During meeting: Ask your delegation to sign into the meeting 10 minutes before the lawmaker or staff is scheduled to join. When the staff or lawmaker arrives, introduce the delegation.

Make sure the ask is repeated clearly several times. Facilitate flow of conversation among delegation members, with one eye to inclusivity and the other on the clock. During the lobby visit, it is critical to keep to the roadmap by calling on members of the delegation to speak and prompt the staffer to ask questions.

Notetaker

Name:

Email & phone number:

Obtain the names and contact information of everyone in the meeting to send to the staffer after the visit. Look at the report-back form and take notes on that form during the meeting: fcnl.org/reportback.

Delegation members

Share a personal story about why this issue matters to you. You don't need to be an expert—your members of Congress work for you and care about your opinions. Telling your story is an important way to connect with the values and priorities your members of Congress care about, and it can help change their minds. Ask follow-up questions to learn more about the members' position on the issue. Keep to the time your group decided on for your story; have a watch or clock in front of you.

Remember: Be polite and respectful! This meeting is part of building a relationship.

Checklist

- _____ 1. **Introduce yourselves.** **Group leader** briefly introduces who is on the call, explaining who the group is and your relevant faith, community, and professional affiliations. **Note taker** explains to the staffer that the group will provide a list of the delegation members and the leave behind in the follow up email. Ask for the staffer's contact information if you don't have it. *Suggested time: 5 min.*
- _____ 2. **Group leader** asks how much time the legislator or staffer has available to meet with the group.
- _____ 3. Say "thank you." **Delegation member** thanks the office for a position the legislator has taken which you support. This can be something simple, don't overthink it.
- _____ 4. **Delegation member** introduces the ask.
- _____ 5. **Tell your stories.** **Delegation members** explain why you care about this issue, what it means to your community, and how it relates to the ask. *Suggested time: 10 min.*

» Story 1:

» Story 2:

» Story 3:

- _____ 6. **Ask and respond to follow-up questions and listen.** **Delegation members** ask for and listen to the legislator or staffer's responses to your request. *Suggested time: 10 min.*
- » Sample Question: Do you support the ask? What other information do you need?
- » Sample Question: What strategies do you support to address this question?
- » Sample Question: Do you hear from constituents on this issue?
- _____ 7. **Repeat the ask.** **Delegation member** repeats the ask and reminds the staffer that the group will follow up within a day with the delegation list and leave behind and will follow up again in two weeks.
- _____ 8. **Group leader** thanks the legislator and/or staffer.
- _____ 9. **Post meeting follow up with the staffer.** **Delegation member** email the staffer within three days of the visit to say thank you, sends delegation list and leave behind. *Download the Follow Up Email Template at www.fcni.org/lobby-followup-email*

Who will follow up after the visit:

Advocacy Teams



Action Sheet

fcnl.org/TeamToolkit

Legislative Ask for January 2023

Urge Your Members of Congress to Invest in Peace in Fiscal Year 2024

As advocates for peace, we have long been guided by one core understanding: War is not the answer. But it begs the question— if war’s not the answer, then what is? Our reply: Peacebuilding.

Peacebuilding addresses the underlying causes of violent conflict by resolving injustices in nonviolent ways. However, despite some key increases in funding for peacebuilding last year, total appropriations for critical peacebuilding accounts came out to just 0.5% of the Pentagon budget. This is a fundamentally flawed approach, and in 2023, FCNL’s Advocacy Teams will be working to change it.

This work comes at an urgent moment. Today, the world faces some of the highest levels of violence and more active armed conflicts—including the war in Ukraine—than at any point since end of World War II. Climate change, lasting effects of the pandemic, and rising authoritarianism are helping drive political instability worldwide.

The U.S. government can save lives, prevent suffering, and save taxpayer dollars by making robust investments in peacebuilding.

Each year, Congress negotiates and authorizes discretionary federal spending with 12 appropriations bills. The State Department, Foreign Operations, and Related Programs (SFOPS) appropriations bill includes funding for several key peacebuilding accounts.

This year, we are requesting substantial funding for three key peacebuilding accounts: \$66 million for the Complex Crises Fund, \$40 million for Reconciliation Programs, and \$25 million for Atrocities Prevention.

With a brand-new Congress and federal budget cycle, we have the power to make our voices heard early in the appropriations process. The positive progress that we saw in peacebuilding funding last year is our foot-in-the-door!

Read more background about our ask here: fcnl.org/ATBackground



Actions to Take in January

Ask your members of Congress to invest in peace.

Request a lobby visit to urge your member’s public support for increased funding in three key peacebuilding accounts.

Submit a letter-to-the-editor calling on your legislators to support increased investment in peacebuilding.

Invest in Peacebuilding

Today, the world faces high levels of violence and more active armed conflict than at any point since World War II. The instability created by these conflicts, including the war in Ukraine, is compounded by the ongoing global food crisis, climate shocks, and COVID-19 pandemic. Together they are driving political destabilization, brutality, and fragility worldwide.

Peacebuilding is a critical tool for responding to and recovering from these crises. Increasing support for peacebuilding initiatives can help prevent sudden outbreaks of violence and heal fractured communities. This, in turn, reduces the need for humanitarian aid and enables the pursuit of sustainable economic development, climate adaptation, good governance, and the protection of human rights.

Peacebuilding and conflict prevention programs reduce violent conflict and human suffering while saving taxpayer dollars. Yet, U.S. support for this work has been persistently underfunded.

We urge you to support robust funding for peacebuilding programs to prevent and reduce violent conflict in the Fiscal Year 2024 State, Foreign Operations, and Related Programs (SFOPs) Appropriations bill.

The FY24 SFOPs bill should include no less than:

- » **\$66 million for the Complex Crises Fund**, which enables USAID to respond to early warning signs and escalating conflicts with the aim of preventing mass violence. It is the only account of its kind and is used to fill immediate, short-term funding gaps during emergent crises quickly.
- » **\$40 million for Reconciliation Programs**, which enables the Center for Conflict and Violence Prevention at USAID to conduct people-to-people reconciliation programs to advance reconciliation efforts between different ethnic, racial, religious, or political groups in areas of civil trouble and war.
- » **\$25 million for Atrocities Prevention**, which enables the Department of State to implement the 2022 U.S. Strategy to Anticipate, Prevent, and Respond to Atrocities, the recommendations of the inter-agency Atrocity Prevention Task Force, and other programs aimed at preventing mass atrocities and genocide.

Support robust funding for peacebuilding accounts in the FY24 State, Foreign Operations, and Related Programs Appropriations bill

Contact:

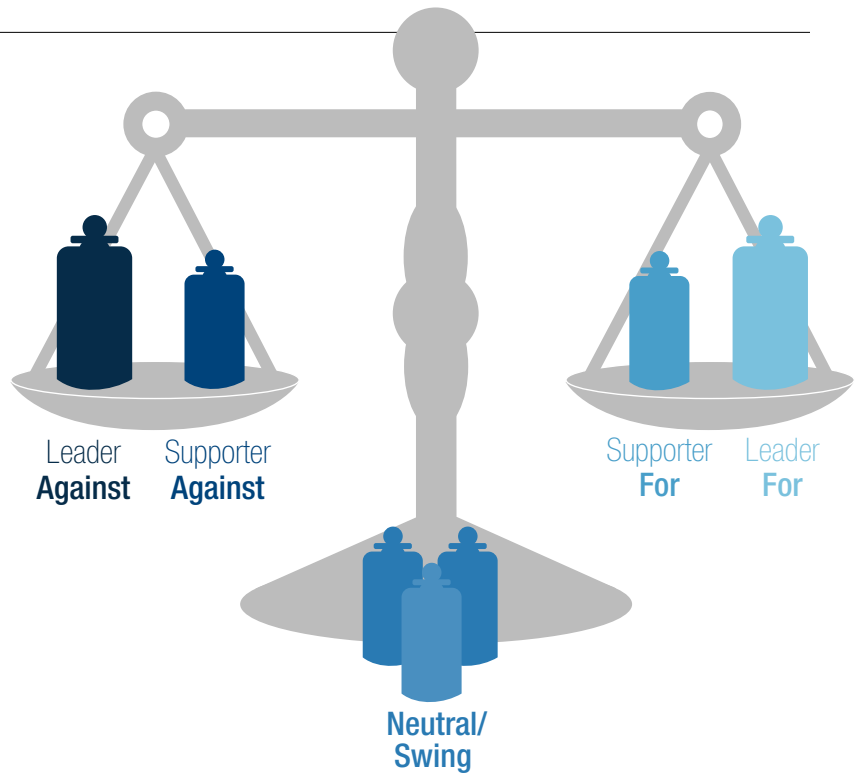
Ursala Knudsen-Latta
Legislative Manager for
Peacebuilding Policy
uknudsen-latta@fcni.org

January 2023

Tip the Scale toward Justice

Is your member of Congress a champion on this year's issue campaign? Are they a strong opponent? Are they undecided?

The Scale of Leadership can help you assess how to approach each legislator based on their past support, and it may influence the actions you ask them to take.



Where does your member fall on the scale of leadership?

What is one tactic you could use to make your conversation with this member most effective, taking that position into account?

A Story

An Advocacy Team in California met with Rep. Jimmy Panetta's office about preventing war with North Korea. The office said that there wasn't enough bipartisan support for him to sign on.

After the lobby visit, the team did some research and followed up in an email showing that their bill was more bipartisan than something he had recently cosponsored. Rep. Panetta thanked them for the research and signed on to the bill immediately.

The team published a letter to the editor with the title "Representative Panetta listens to his constituents," and it went over really well. Rep. Panetta himself now joins their lobby visits, and he's joined some calls with FCNL. He cites the Advocacy Team as a group that really changed his mind on that particular issue: preventing war with North Korea.



1. Where does your member of Congress put their weight?

Leader Against:
Actively advocating against your position, may have introduced legislation

Supporter Against:
Has expressed opposition or voted against your position

Neutral:
Unfamiliar or noncommittal
Swing:
Voted or made public statement for and against your position

Supporter For:
Has voted in favor of your position or has expressed private or public support

Leader For:
Has taken positive initiative, may have expressed interest or has introduced legislation

2. What strategic ask can you make?

Reduce their opposition to the issue

Avoid negative action

Invest in the issue, vote if legislation exists

Become a leader through vocal advocacy

Shepherd legislation and raise awareness about issue

3. What tools can you use to tip the scale in your advocacy?

Lobbying

Tell stories to humanize the issue & illustrate successes

Ask about motivation for member's position on issue

Make clear, specific asks toward neutral action

Make clear, specific asks toward positive action

Ask member to initiate a sign-on letter / host a briefing

Ask member to author and shepherd legislation

Ask member to join key committees, engage colleagues and/or make public statements

Media

Research and communicate shared values

Ask member to draft or sign on to op-eds that you write

Outreach

Use letters, events, and media to demonstrate community support for the cause

Give regular, positive feedback for the member's actions

Adapted from FCNL and RESULTS materials

Working Effectively with the Media

Here are two examples of letters that use the RAFT principles well. Keep an eye out for the RAFT principles in these letters.

Example #1

“Like many West Virginians, I am thinking of our troops serving overseas during this Christmas season. It is hard for families to be separated during the holidays. That is why many of us are sending thoughts, prayers, even gifts to adopted soldiers.

Here is a gift idea. Let’s be very careful with how and where we ask our soldiers to serve. In 2001, Congress gave the president the authority to engage our military without their approval through the Authorization for the Use of Military Force. It was an extraordinary time and we felt we needed an extraordinary response to counter Al-Qaeda and the Taliban. But the last three presidents have used that authority multiple times and to fight groups that did not exist in 2001.

The time for this sweeping power is over. We recently saw bipartisan support to end U.S. support for fighting in Yemen. Let’s bring decisions concerning military engagement back to where the Constitution says they should be with the Congress—so we, the friends and family of U.S. soldiers, have a say in the outcome.

Who will bring this gift? We need three wise people traveling from not so far to act. Sens. Joe Manchin and Shelley Moore Capito and Rep. Alex Mooney, reassert your constitutional authority. Retire the AUMF. Because our service people cannot be refunded or exchanged.”

— Meg Kinghorn, *Martinsburg Journal*, December 16, 2018



You can also use RAFT for media engagement. Check out page 6 to review the RAFT principles.

TIP

Submit multiple letters from your team members on the same day to increase your chances of getting published! In February of 2022, the Memphis, Tennessee, Advocacy Team submitted three letters on the same day and all three got published!

Working Effectively with the Media

Example #2

“Last week, I saw a sign at a local organization that advertised chicken dinners and a gun raffle. This place, which serves community and friendship, uses gun raffles to bring in money. I was appalled.

Guns in America are more plentiful than in any other country—a third of the world’s guns are here. We give them out in raffles and in aid to other countries.

We help Saudi Arabia fight the Houthis in nearby Yemen with our guns and bombs. This causes land and ecosystem destruction that leads to famine. Yemen is currently in a humanitarian crisis. Weapons manufacturers are making money over this and they live on the same planet we are destroying.

Conflict leads to climate change and climate change leads to conflict. We need to turn swords into plowshares.”

— Carole G. Smith, *The Hastings Banner*, February 10, 2022



Reach out to your community radio station and ask to share your team’s work on the radio! Teams in Oregon, Rhode Island and Pennsylvania have used this as one way to engage more people through media.

Reflect

Discuss: What did each letter do well? What would you add or change?

Working Effectively with the Media

Now it's your turn!

List local or state media outlets that you could contact.

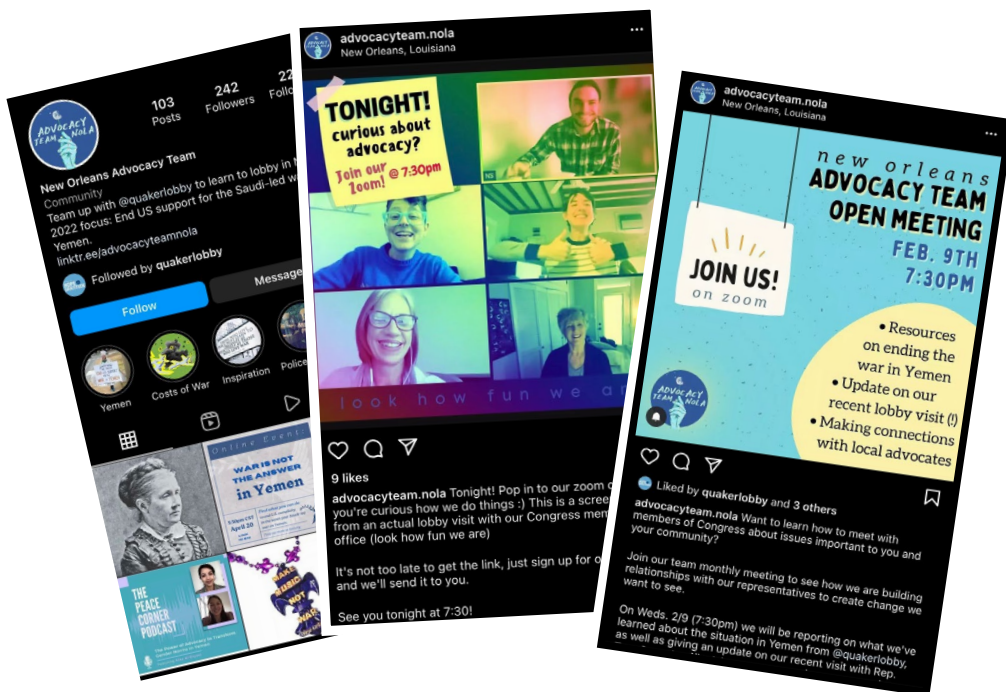


Write a draft letter to the editor:



Tips on Using Social Media

- Social media can be another important advocacy tool because members of Congress and their staff use Facebook, Twitter, Instagram, and other social media platforms to connect with their constituents.
- Using the RAFT principles still applies to advocacy on social media: call on members by name or tag them, use a news hook to make it timely, and engage a wider audience through tags, shares, and retweets.
- Tag your member by name so they are notified when you post about them (i.e. @AmyKlobuchar).
- Amplify posts by other FCNL advocates by retweeting or sharing their content.
- Build the relationship with your members of Congress by thanking them for positive actions they have taken. Also be mindful of posts that may hurt the relationship, and avoid content that may make it less likely that the office will want to dialogue with you.
- Connect with your local community by inviting neighbors and friends to outreach events and actions.



Beyond Single Issue Advocacy

Advocacy Teams focus on one legislative campaign each year. But as advocates, we all care about a range of issues, and there are certain ways we can bring multiple concerns into our lobby visits while sticking with our strategic ask.

Intersectional Advocacy

The term “intersectionality” was coined by Kimberle Williams Crenshaw in 1989. This term describes how different aspects of a person’s identity—including race, class, and gender—overlap to create different kinds of discrimination and privilege.

The term “intersectional advocacy” refers to an approach that highlights the adverse impacts a particular issue has on people with certain identities and amplifies those perspectives in our conversations with members of Congress and their staff.

Why is this important?

- Advocacy Team members bring a range of identities, perspectives, and backgrounds as we conduct lobby visits and publish media pieces. Highlighting these identities is an important way to show our legislators that these issues impact people from all walks of life and can challenge assumptions about who is most affected by a piece of legislation.
- Our advocacy is part of a broader effort to build a more just and equitable world. An intersectional approach compels us to advocate for policies that serve all members of our communities, especially those who are often marginalized in the policymaking process.

Example:

Growing up in New Mexico, I knew that nuclear testing had happened in my state. I was always concerned about how this affected the safety of my community and people around the world. But I am especially concerned because I know these tests caused severe harm to Native communities within the Navajo Nation, which is why I am asking you to support legislation to provide compensation for individuals affected by radiation exposure.

Reflect:

What is one way that this year’s Advocacy Teams campaign issue disproportionately impacts people from a certain identity group?

Beyond Single Issue Advocacy

Advocating on interconnected issues

We can also strengthen our advocacy by weaving together multiple concerns in a way that shows the deep connections between two legislative issues while still making one clear policy ask.

Why is this important?

- Advocacy Teams focus on one strategic legislative campaign each year.

By advocating for interconnected issues, we can lobby on the issues we care about, while still advancing this campaign together.

- It might be the case that your legislator cares a lot about a specific issue, but you are asking them to support a piece of legislation that seems unrelated. This approach helps you to tie your member's concerns into the issue you're lobbying on.

Reflect:

What's an issue that you care about? What is one way this can connect to our 2022 campaign?

Example:

I grew up in the countryside and I have always had a deep appreciation for nature and the environment.

My concern for the earth leads me to advocate to end endless wars, because I know that the U.S. military is the largest institutional polluter on the planet, and warmaking is fueling the devastating climate crisis.

Team Roles: How to Share Leadership Within Your Team

Advocacy Teams work best and are able to accomplish more when team members share roles. There are tasks that all team members are responsible for and distinct roles that FCNL has identified as important to establishing a healthy team.

During your team's training, we will discuss these roles. You will be invited to pencil in the names of team members who will fill each role. We encourage all teams to regularly evaluate team roles and switch when desired.

The role of all team members

- Attend the FCNL National Call (in person with your team, when possible) and take action following the call.
- Regularly support your teammates to take actions collectively and individually.

Co-Communicators

- Serve as primary contact persons for FCNL staff.
- Join bi-weekly Advocacy Team Communicator Calls in addition to the National Call.
- Share updates from Communicator Calls with your team.
- Share stories, victories, questions, and concerns with the Advocacy Teams staff and through the Communicators' email listserv.

Coordinator

- Coordinate the scheduling of team meetings and remind people about team meetings.
- Lead monthly team meetings. Invite communicators, congressional liaisons, media coordinators, and outreach coordinators to share updates on their work.
- Manage email and phone call correspondence with the team.
- Ensure team is reporting actions (lobby visits, letters to the editor, and outreach events) to FCNL at www.fcnl.org/teamtoolkit.

Team Roles: How to Share Leadership Within Your Team

Congressional liaison(s)

- Serve as the primary contact for a congressional office. Schedule regular lobby visits with each member of Congress.
- Keep monthly contact with the congressional staffer covering the campaign issue for the year through phone calls, emails, and requests for lobby visits.
- Support team members as they organize and plan lobby visits.
- Coordinate yearlong schedule of Advocacy Team's lobbying. Teams should work towards a goal of lobbying each member of Congress every three months—or one lobby visit per month.

Media coordinator

- Serve as the point person for local and statewide newspapers.
- Organize and support team members to write letters to the editor and op-eds on a regular basis.
- Coordinate longer-term schedule of Advocacy Team's media engagement.

Outreach coordinator

- Focus on local outreach to bring new folks into the team and engage the wider community in the team's work.
- Organize events, speak at community meetings, and promote the team's advocacy on social media.

Setting goals can help you pace yourself in this work. Check out our [goal-setting worksheet](#) on p. 32 to see how you can plan out your work over the course of several months to stay focused and plan ahead.

Advocacy Teams



Quarterly Goal-Setting Worksheet

Revisit this sheet with your team members every three months to track your progress and work towards shared goals. You can also fill this out with members of your statewide network!

Monthly Meeting

Having a regular monthly meeting time helps form community and coordinate team actions.

Our monthly meeting will take place on

Date: _____

Time: _____

Location: _____

Remember to prepare an agenda, share speaking roles, and determine clear next steps for each team member to take after the meeting.

Lobby Visit Goals

Aim to meet with each Member of Congress once every three months to keep up the relationship.

We plan to meet with Senator _____
in the month of _____

We plan to meet with Senator _____
in the month of _____

We plan to meet with Rep. _____
in the month of _____

Media Goals

Only one in nine letters to the editor (LTE) get published, so if you don't get published at first, try again!

This month, _____, we aim to send LTEs to this media outlet: _____.

Next month, _____, we aim to send LTEs to this media outlet: _____.

The following month, _____, we aim to send LTEs to this media outlet: _____.

Outreach Goals

Hold an outreach event once every few months to invite new people to take action with your team. Outreach ideas include speaking to a community group, holding a film screening, inviting a new person to a lobby visit (and prep-meeting), or holding a tabling event.

The best way to get people involved is to invite them to your actions instead of to your business meetings.

In _____ (month), our team will engage the wider community by _____.

FCNL Programming Schedule

The FCNL National Call takes place on the first Wednesday of each month at 8:00 P.M. ET.

This month, the National Call takes place on _____

Communicator Calls take place on the second and fourth Thursdays of each month at 8:00 P.M. ET.

_____ will send out notes from this month's Communicator calls.

Advocacy Teams

Quarterly Goal-Setting Worksheet



Short-Term Goals

Write three goals your team can work towards together in the next three months.

- 1.
- 2.
- 3.

Year-Long Goals

Write three goals your team can work towards together in the year-to-come.

- 1.
- 2.
- 3.

Welcoming New Members to Your Advocacy Team

It's important to always think about ways to engage new people in this work.

Here are some things to consider as you plan your outreach:

- Look for opportunities to reach new people in your communities through tabling events, speaking to local groups, or presenting to classrooms.
- When you meet people interested in your work, remember to invite them first to your actions, not your business meetings.
- One-on-one conversations are more effective than sending out an invitation to a large listserv.
- Having a regular monthly meeting time and regular lobby visits provide a structure that helps new people to join easily.

What happens when a new person contacts FCNL about joining their local team:

- FCNL staff will send an introductory email to the team communicators with the name and email address of a potential team member.
- A team member should email the interested team member and invite them to join an upcoming action with your team, like a lobby visit or a letter-writing event.
- FCNL staff will add the new person to your team's listserv.

Remember: Be open to whichever role a new person may want to take, and avoid making assumptions. For example, someone who is directly affected by an issue may not feel comfortable telling a story about it. Also, a young adult may not want to get involved with social media.

Tip: Use the worksheet on pages 35-36 to help your team prepare to welcome in new members!

Welcoming New Members to Your Advocacy Team

1

Have a team discussion

Query #1:

How do you want someone to feel when they join your team?

Query #2:

What do you want new members to know about your team as they get involved?

Query #3: *What are you most proud of your team for?*

Query #4: *What energizes you most about your team?*

If your team **established group norms** during your trainings, this is a great time to revisit them together.

Remember:
When talking with new members, don't highlight what's not going well. Instead, **share the aspects you value** most about your team.

New members want to join teams that are **honest** about challenges but **optimistic** about overcoming them.

2

Welcome the new person



A team member reaches out for coffee or a phone call.

Which team member will reach out?

The communicator(s) steps:

Invite them to a **New Member Training** with FCNL. *These occur monthly.*

Plan an action, like a lobby visit, letter-writing event, or film screening. *This allows your new member to see your team's advocacy in action.*

Plan a social gathering as a team. *People are more likely to join a group when they feel connected to the community.*

3

Build the relationship during team meetings and social events

» **Get to know your new member!**

Ask what they care about and share your own interests.

» End team meetings with **clear next steps** so the new member feels motivated to return.

» **Be inclusive:** Listen actively and include the new member in your conversations.

» **Review and update group norms.** Every time a new person joins, your team should adapt to a new group dynamic.

Tips and Resources

Advocacy Teams programming

- National Call: First Wednesday of each month, 8:00 P.M. ET
- Every month we have a Zoom call for hundreds of Advocacy Team members across the country. Each call features a high-level guest speaker, a policy update, and highlights from teams across the country.
- Most teams hold their monthly team meeting after the National Calls to share progress reports and upcoming actions.

Communicator Calls: 2nd and 4th Thursdays each month, 8:00 P.M. ET

- Communicators are invited to attend Zoom calls twice a month. These calls feature a policy update and additional trainings to share with your team.

Monthly Newsletter

- FCNL produces a monthly newsletter for all team members, with updates on our legislative campaign and stories from our past month of advocacy.

Action Sheet

- FCNL shares a monthly Action Sheet, which includes a specific and updated ask to take to members of Congress that month.

Toolkit

- This online hub for the Advocacy Teams program can be found at www.fcnl.org/teamtoolkit. You can find links to submit reports, recordings of past calls, the monthly Action Sheet, and other resources.

Report your team's actions!

- On the Team Toolkit, you can submit reports about your lobby visits, media pieces, and community events.
- Sharing information about your team's actions allows FCNL lobbyists to follow up with Congressional offices.

This is a crucial step in your lobbying as a team, and it makes our network stronger and more powerful as a whole.

Using your team's email listserv

- FCNL creates an email listserv for your team to use that makes communication fast and easy. It also allows FCNL staff to stay in touch with the teams and provide support quickly when needed.

Tips and Resources

Glossary of Terms

MOC = Member of Congress

LTE = Letter to the Editor

NDAA = National Defense Authorization Act

AUMF = Authorization for Use of Military Force

WPR = War Powers Resolution

FTO = Foreign Terrorist Organization

CD = Congressional District

We're here for you!

FCNL provides ongoing support, coaching, and advice as teams start taking action together. You can contact FCNL staff with questions and updates.



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Friends Committee on National Legislation

Lobbying with Quakers

 [quakerlobby](#)  [quakerlobby](#)  [fcnl](#)  [fcnl.org](#)

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