

Advocacy Teams



Training Workbook

Updated February 2026

An abstract graphic on the right side of the page consists of several thick, curved lines in shades of orange, blue, and dark purple. These lines originate from the top right and curve downwards and to the left, creating a sense of movement and depth. The colors are vibrant and the lines are of varying thicknesses, some appearing more prominent than others.

“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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For more information, contact Tim Heishman,
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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?

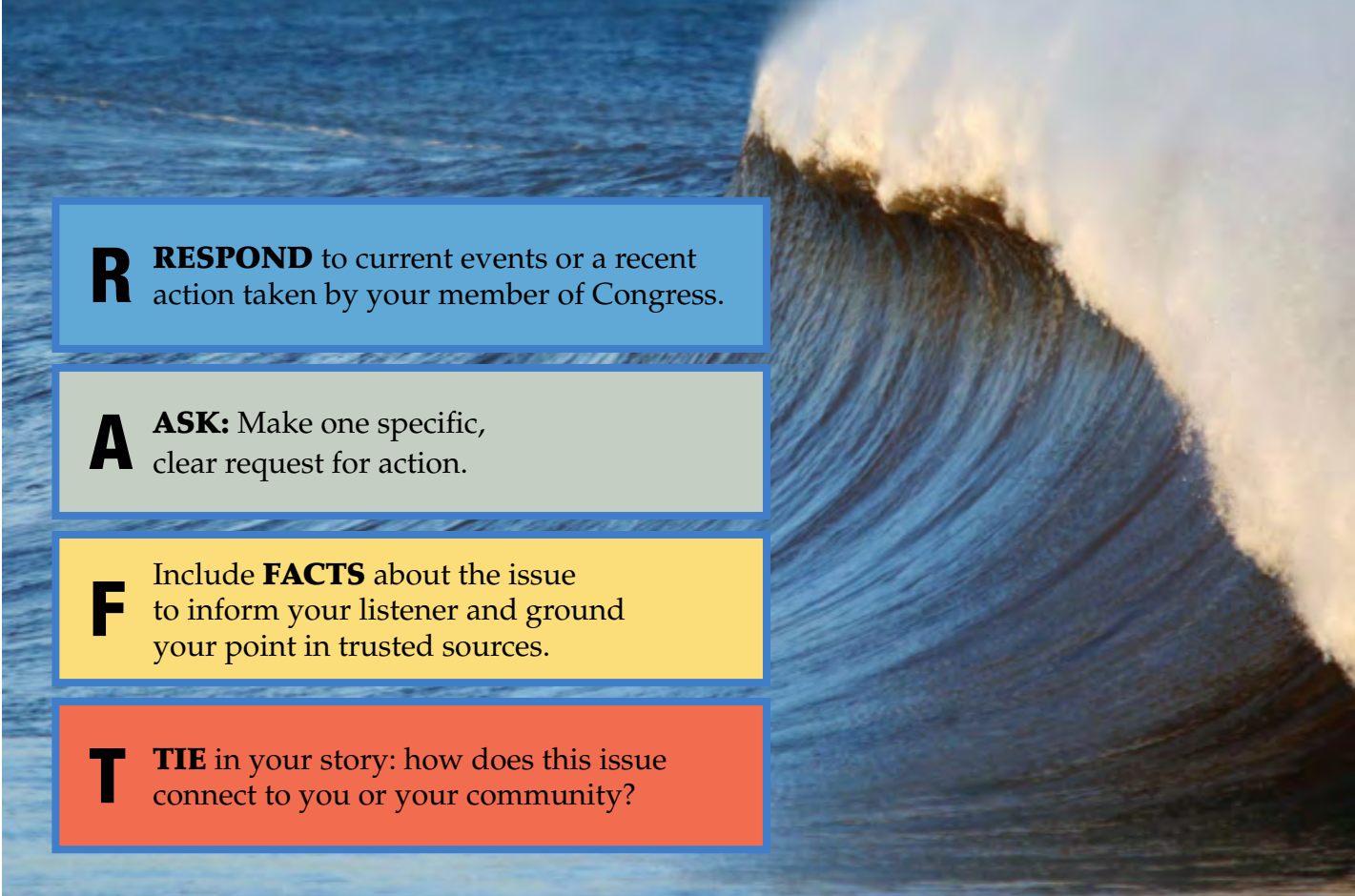
TIP:

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.

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.

TIP

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

Be respectful but don't give up!

How to submit your lobby visit request:

1. Submit a message through the contact form on your legislator's website.
2. If you have not heard back in 4-5 days, write to their scheduler directly. You can find the scheduler's email address at fcnl.org/congress (go to My Officials → Staff Lookup).
3. After two weeks email again or call the office.
4. Continue to contact the scheduler weekly with a polite reminder of your request. If you have not heard back in a month, drop by the local district office with the legislative leave behind and request the meeting in person.
5. After your drop by visit, submit a lobby visit report back form at fcnl.org/lobbyreport.
6. If you have not had success after your drop by visit or it has been a full month, please contact FCNL staff for assistance.

Details to include in any lobby visit request:

- Information about yourself and your group (professions, geographic distribution, faith backgrounds, affiliation 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 he isn't available that week, we would love to meet with a member of his staff who handles foreign policy. **We hope to ask Rep. Turner to support upcoming war powers resolutions to prevent war with Venezuela.**

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.

Thanks. I look forward to hearing from you!

Tim

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.

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!

Friends Committee on National Legislation
Lobbying with Quakers

Action Center My Officials Legislation Log an Interaction Sign Up

Legislators
Staff Lookup

Take Action

Learn About My Legislators

Sen. Dianne Feinstein (D-CA)
Senator

Sen. Alex Padilla (D-CA)
Senator

Rep. Michelle Steel (R-CA-48)
Representative

BALLOTPEDIA
SEARCH THE ENCYCLOPEDIA OF AMERICAN POLITICS

Help expand Ballotpedia's elections coverage - volunteer with us

Alex Padilla

Alex Padilla (Democratic Party) is a member of the U.S. Senate from California. He assumed office on January 20, 2021. His current term ends on January 3, 2023.

Padilla (Democratic Party) is running for re-election to the U.S. Senate to represent California. He is on the ballot in the primary on June 7, 2022.

Padilla is also running in a special election to the U.S. Senate to represent California. He is on the ballot in the special primary on June 7, 2022.

On December 22, 2020, California Gov. Gavin Newsom (D) appointed Padilla to fill the U.S. Senate vacancy created by Sen. Kamala Harris becoming vice president of the United States. He was sworn in on January 20, 2021.^[1] Padilla will serve the remaining two years of Harris' term.^[2]

Padilla previously served as the California Secretary of State. He was first elected in 2014 and was re-elected in 2018. He left office on January 18, 2021, in order to be sworn in as a member of the United States Senate.^[3]

Padilla is a former Democratic member of the California State Senate, representing District 20 from 2006-2014. He was ineligible to run for re-election in 2014.

Prior to serving in the California Senate, Padilla was on the Los Angeles City Council from 1999-2006, serving as its president from 2001-2006.

Biography

Massachusetts Institute of Technology in 1994 and graduated from the Coro Fellowship Program in Leadership and Public Affairs in 1995.^{[4][5]}

Padilla's career experience includes working as a staffer, political director, or campaign manager for several Democratic politicians in California, including Dianne Feinstein, Richard Alarcon, Gilbert Cedillo, and Tony Cardenas. He served as the president of the League of California Cities and as a member of the National Association of Latino Elected and Appointed Officials.^[4]

Alex Padilla

Democratic Party

Candidate, U.S. Senate California

U.S. Senate California

Tenure

Term ends
2023

Predecessor
Kamala D. Harris

Prior offices

Los Angeles City Council

California State Senate District 20

California Secretary of State
Successor: Shirley Weber

Report an officeholder change

Elections and appointments

Next election June 7, 2022

Appointed December 22, 2020

Education

Bachelor's Massachusetts Institute of Technology, 1994

Personal

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 Guidance		End US Support for the War in Yemen		
Search by name...		Download		
	Official	117th Vote: SJ Res 3	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)	✗	✗	✗

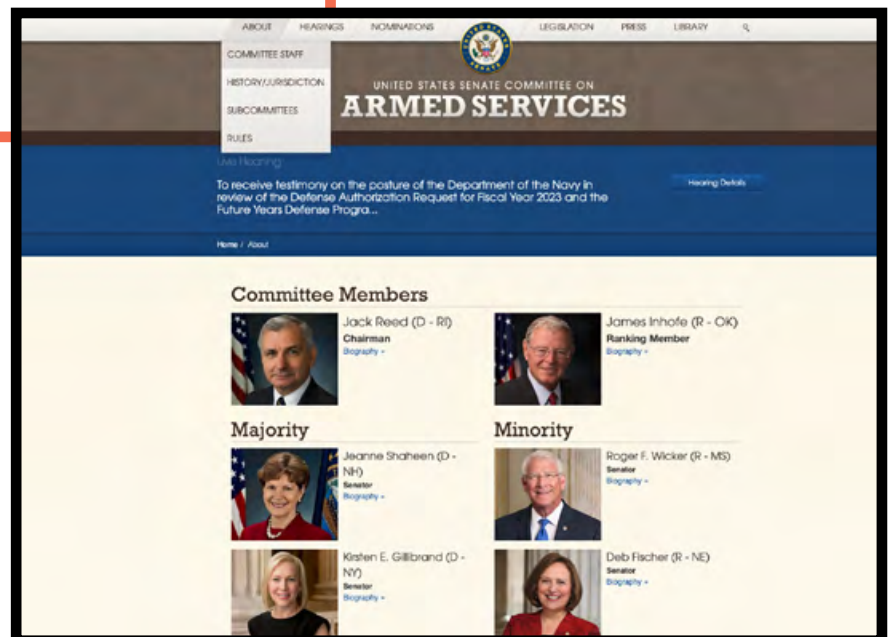
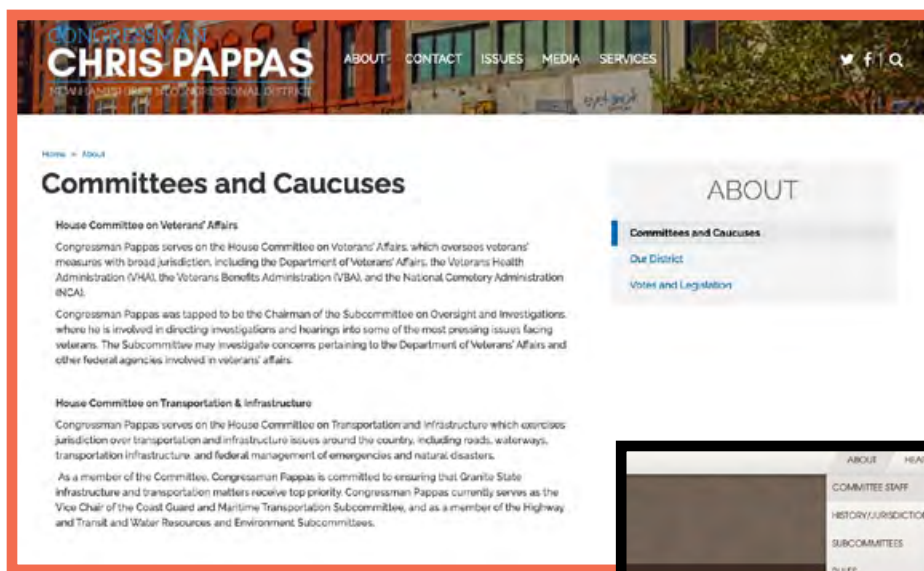
Take a look!

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.

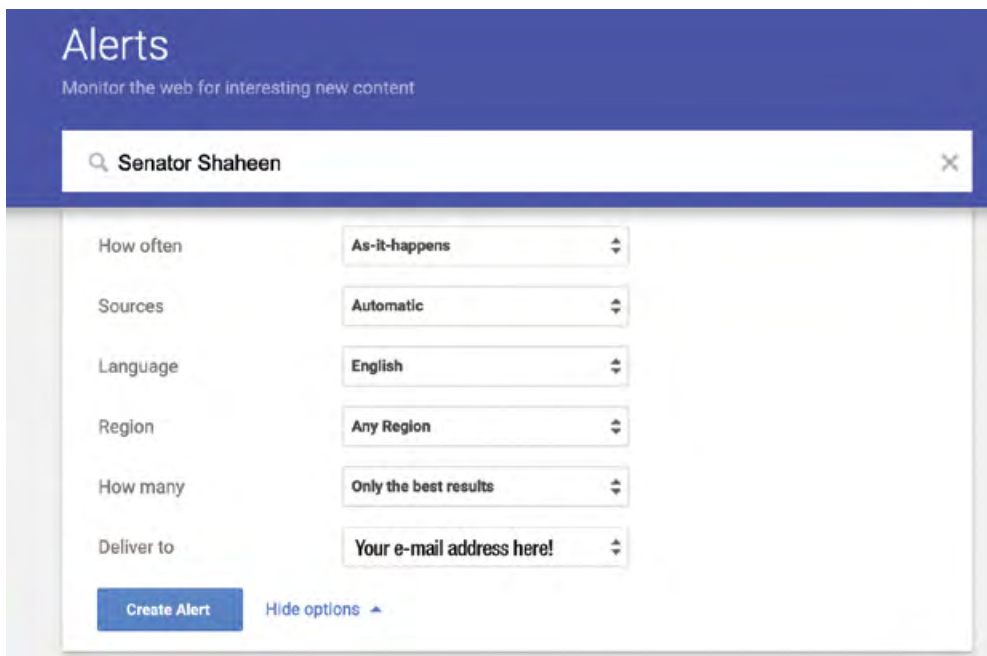


Building a Profile for Your Member of Congress

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 white on a blue background, with the subtitle 'Monitor the web for interesting new content'. Below this is a search bar containing the text 'Senator Shaheen'. Under the search bar, there are several settings: 'How often' is set to 'As-it-happens', 'Sources' is set to 'Automatic', 'Language' is set to 'English', 'Region' is set to 'Any Region', 'How many' is set to 'Only the best results', and 'Deliver to' is set to 'Your e-mail address here!'. At the bottom left of the settings area is a blue button labeled 'Create Alert', and to its right is a link that says 'Hide options' with a small upward-pointing arrow.

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?



Lobby Visit Roadmap

Preparation is Powerful

We are more **confident** and **effective advocates** when we take the time to **prepare for lobby visits**.

Once completed, reference the roadmap during your meeting. Start by noting the meeting details.

Member of Congress:

Location:

Meeting Connection Details:

Group Meeting Time:

Identify Roles

Know your role! Even if you don't have a speaking role, your presence adds to the power of the visit. You can also write a short letter to share with the staff to make your voice heard. If there are not enough people for each role, don't worry – you can still be an effective advocate!

Notetaker

Name:

Email & Phone Number:

During Visit: Provide a list of names and contact information of the group to the staffer. Listen closely and take detailed notes, including any questions and requests the staffer makes. FCNL's Policy Team can follow-up, answer questions, and reinforce your advocacy.

After visit: Allow others to review and add to the notes. Log reports at www.fcnl.org/LobbyReport.

Group Leader

Name:

Email & Phone Number:

During prep & before visit: Plan when and where to meet before the lobby visit. Identify a "thank you" for the legislator. Keep track of who is speaking, when, and for how long.

During visit: Introduce the group, facilitate based on the roadmap, and keep the visit on time. Make sure the "ask" is repeated clearly and prompt the staffer to ask questions.

Delegation Members

Share a personal story about why this issue matters to you—remember, you don't need to be a policy expert. Telling your story is an important way to connect with the values and priorities of those you're lobbying, and it can help change their minds or introduce a new perspective. Ask follow-up questions to learn more about the legislator's position and how you or FCNL can be a resource to them.

Checklist

- _____ **1. Introductions** (5 minutes). **Group leader** provides brief introductions and explains who the group is. Name any relevant faith, community, educational, or professional affiliations. **Notetaker** gives the staffer a list of the delegation members and a copy of the leave behind. Ask for the staffer's contact information and inform them you'll follow-up via email.
- _____ **2. Group leader asks how much time** the legislator or staffer has available for the meeting.
- _____ **3. Say "thank you."** (2 minutes). **Delegation member** _____ thanks the office for a position, action, or statement the legislator has taken. Keep it simple. You can also thank the staffer for their service and ask them to share something they're proud of working on. This exercise helps to build trust and shows you want this meeting to be respectful.
- _____ **4. Delegation member** _____ **introduces the ask.**
- _____ **5. Tell your stories** (6 minutes). **Delegation members [discussed in the prep session]** share why the issue is important, what it means to the community, and how it relates to the ask. Be brief to allow time for each story and give the staffer an opportunity to respond.
 - » Storyteller 1:
 - » Storyteller 2:
 - » Storyteller 3:
- _____ **6. Group leader asks legislator or staffer to respond to request** (5 minutes).
- _____ **7. After listening closely, consider follow-up asks.** (5 minutes)
Delegation member(s) _____ should deliver clear follow-up asks, such as...
 If the office supports the ask:
 - » Will they cosponsor the bill? Will they make a public statement in support?
 - » What advice do they have to continue building support?
 If the office opposes the ask:
 - » What is their biggest concern about the legislation?
 - » What additional information does the legislator need?
- _____ **8. Repeat the ask and follow up reminder.** **Delegation member** _____ repeats the ask and reminds the staffer that the group will follow up with the
- _____ **9. Group leader thanks the legislator or staffer for their time and attention.**
 If comfortable, ask if the group can take a photo with the legislator or staffer.
 Email photos to lobby@fcni.org.
- _____ **10. Post-visit follow-up.** **Delegation member** _____ emails the staffer within three days to say thank you and shares the leave behind.
 Contact lobby@fcni.org for support.

Advocacy Teams



January 2026 Action Sheet

fcnl.org/teamtoolkit

Urge Congress to End Unlawful Boat Strikes and End War on Venezuela

At the end of 2025, Congress finally repealed the 1991 and 2002 Authorizations for Military Force (AUMF) in Iraq, a key first step towards ending the forever wars, and a campaign Advocacy Teams worked hard on for years. This is a major victory! Yet only three days into the new year, the United States invaded Venezuela, launching a new war.

In 2025, the administration conducted more than 35 strikes on boats in the Caribbean Sea and Pacific Ocean, killing at least 115 people. On January 3, the United States launched an invasion of Venezuela, capturing Venezuelan President Nicolás Maduro and his wife, Cilia Flores. The U.S. continues to blockade the Venezuelan coast and President Trump has pledged to “run” Venezuela. We are now at war against Venezuela.

This moment demands urgent action. We anticipate a vote on Thursday, January 8 on Senator Kaine’s Venezuela War Powers Resolution. Call both of your Senators each day this first week of January asking them to vote in favor of S.J. Res 98. For the rest of the month of January, Advocacy Teams will urge senators to make public statements urging the administration to end the unlawful invasion of Venezuela and House members to support a Venezuela War Powers Resolution that could see a vote as soon as this month. This resolution directs the removal of troops from hostilities against Venezuela and would block strikes on boats.

Read more about the ask at fcnl.org/teamtoolkit

Ask your Senators to...

make a public statement urging the administration to end the invasion of Venezuela and support [S.J.Res. 100](#).

Ask your Representative to...

support the Venezuela War Powers Resolution, [H.Con.Res. 68](#) in the House.

Bonus Action

Schedule time for your team to share a meal, build community, and strategize for the year ahead by filling out FCNL’s new [strategy chart](#) for each of your members.

End Unlawful Boat Strikes and Prevent War in Venezuela

Since September 2025, the administration has been blowing up boats in the Caribbean Sea and the Pacific Ocean, deliberately killing people outside of war, in an illegal use of military force. The administration has also *threatened war* with Venezuela and has continued a military buildup in the region.

The administration claims these actions will stop drug trafficking and protect Americans struggling with addiction. But these strikes will have *no impact* on the *flow of illegal narcotics* into the United States. This is a public health issue that requires a public health response. In a time when *treatment programs are being cut*, such *actions in no way help* heal drug-addicted Americans. Drug trafficking is a crime, and those suspected of committing this offense should be prosecuted. The summary execution of a criminal suspect without charge or trial—whether on the high seas or inside the United States—is an extrajudicial killing and is prohibited by both *U.S. statute* and *international law*.

Congress should pass a War Powers Resolution to end the boat strikes and prevent war with Venezuela because:

- » **We are not at war with drug cartels:** Drug trafficking, while harmful, is not an “*armed attack*” that allows a lethal response and the United States is *not at war* with any Latin American drug cartel. The president cannot unilaterally make this determination.
- » **Americans don’t want another war:** More than 6 in 10 voters (62%) *want* the U.S. to be less involved in foreign conflicts. Americans have lived through the disastrous post-9/11 wars. They don’t want another forever war.
- » **It’s Congress’s job to stop the unlawful use of military force:** Article I of the Constitution gives Congress the sole authority to declare war. Section 5(c) of the 1973 War Powers Resolution provides a mechanism for Congress to end the unauthorized use of force. Congress must act as a check on the president’s unlawful military actions.

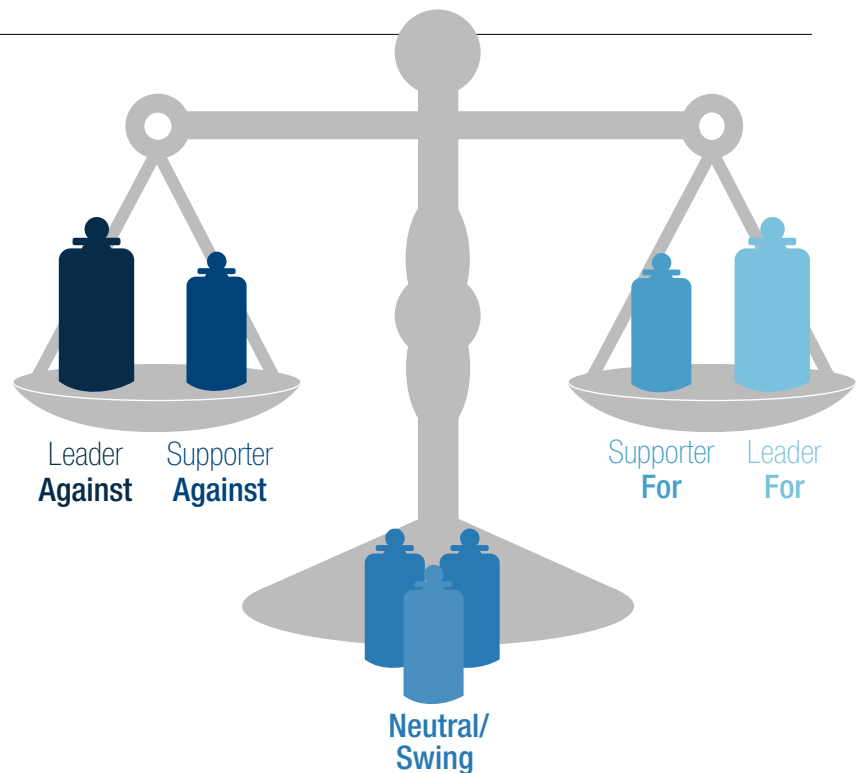
**Vote for
S.J.Res. 98,
the War Powers
Resolution to
end unlawful
strikes at sea
and prevent war
with Venezuela.**

Contact:
Heather Brandon-Smith
Foreign Policy Director
hbrandon-smith@fcnl.org

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.



Leader
Against



Supporter
Against



Neutral/
Swing



Supporter
For



Leader
For

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.

Example #1

Respond

“Do you know the Pentagon’s wish list is \$16.4 billion over the \$886 billion defense budget request?”

Tie-In

As a child I experienced firsthand the stress of missing a meal and moving frequently; I dropped out of college due to the strain of waitressing and growing student debt. This impacted my ability to find a stable home, occupation and income. So what is \$16.4 billion was used to support people’s basic needs to help them thrive?

Facts

- 1 in 7 children face hunger in our state; 1 in 10 people are food insecure (Feeding Washington).
- 46 percent of renters spend 30 percent of their income on housing; 88 percent of families can’t afford a median-priced house (Washington House Republicans).
- Washington’s five largest school districts reported enrollment dips with 10,000-plus students disappearing from the public school system (state records).

Mention

My gratitude to Sens. Patty Murray and Maria Cantwell and Rep. Marie Gluesenkamp Perez for advocating for working families. I urge you to support bills like Tax Relief for American Families and Workers Act (H.R. 7024) and Streamline Pentagon Budgeting Act (H.R. 4740) to begin realigning our nation’s spending priorities away from endless war and toward more critical needs impacting our communities.

Ask

—Devona Renee, *The Columbian*, March 13, 2024



Remember to include and **EMPHASIZE** your member of congress by name in your LTE. Mentioning them by name likely gets your piece in front of their staff and holds them accountable!

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 #1

Respond

“Like many West Virginians, I am thinking of our troops serving overseas during this Christmas season.

Tie-In

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.

Facts

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.

Mention

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.

Ask

Because our service people cannot be refunded or exchanged.”

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



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.

TIP

Be sure to respond to something local and timely! Something that has happened recently in your community can help make your LTE more relevant and hopefully... more likely to be published!

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:

TIP

To be most effective, research how the issue you are advocating on affects or connects to your local community, congressional district, or state. Drawing a connection between a large issue and its impact on your community will raise its importance with the media and your members of Congress.

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 and one domestic flex issue.
- By advocating for interconnected issues, we can lobby on the issues we care about, while still advancing our main campaign.
- 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 legislative 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 monthly FCNL Local Leader Calls in addition to the National Call.
- Share updates from Local Leader Calls with your team.
- Share stories, victories, questions, and concerns with the Advocacy Teams staff and in the Communicators' group in Mobilize.

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 _____

Local Leader Calls take place on the third Thursdays of each month at 8:00 P.M. ET.

_____ will send out notes from this month's Local Leader 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.

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.

TIP

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

1.

2.

3.

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

1.

2.

3.

Outreach and Recruitment

Why We Do Outreach

Regular outreach in our community helps to:

- Educate people about FCNL and our issues.
- Move people to action.
- Grow our teams.
- Build our power.

Your Audience is All Around You

- Who is your priority audience you want to reach?
- Who are you already in relationship with (e.g. family members, friends, coworkers, neighbors, congregants, classmates)?
- Who are the people most impacted by the issues you are working on? Do you want to reach out to a certain demographic that isn't present in your group? (e.g. Age, cultural background, political leaning?) How can we welcome diversity?
- Who are the "connectors" that can help put you in touch?
- Where and when do people gather in your community?



Words of Advice

- The more individualized and tailored your outreach is, the more effective it will be.
- Invite new people to attend your actions, not your business meetings. Examples of good first-time events include team potlucks, postcard writing events, and call-in days.
- Having a regular monthly meeting time and regular lobby visits provide a structure that helps new people to join easily. If you are struggling to get lobby visits, plan drop-bys to engage new members.

The “Math” of Outreach

If you want ten new people to come to your next lobby meeting, how many people do you need to talk with?

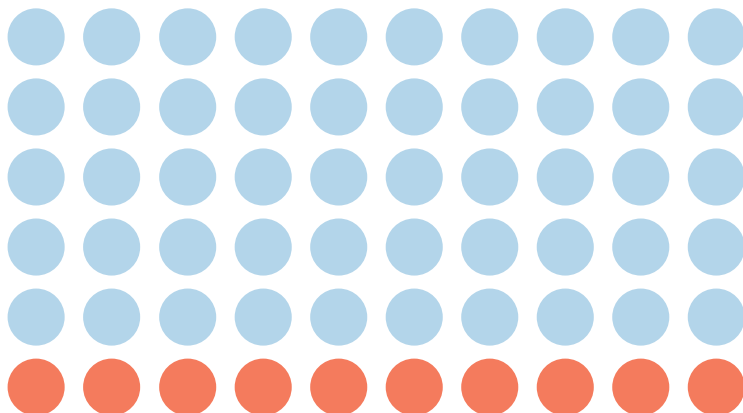
About one out of three people you reach out to will agree to come.



Of those, about half will actually show up.



You need to reach out to about six times the number of people you want to come.



One-On-One Conversations

One-on-one conversations are essential for grassroots community organizing. They allow us to learn what is in the hearts and minds people in our community. This is the best way to create long-lasting relationships for advocacy.

What is a one-on-one?

A one-on-one is an intentional, face to face meeting with another person to understand their interests, passions, and story and to share your own—to explore trust with the other person and the possibility of an organizing relationship with them to act together on issues of common concern.

Setting

At home, at a restaurant or coffee shop, at a park, or on a Zoom or phone call.

How Long

30–45 minutes (no longer than an hour)

As you prepare, think about

Who is your audience? What do you know about them?
What are you hoping to learn about them?

How do you want to work together? What is the end goal of this relationship/connection?

Who are they connected to?

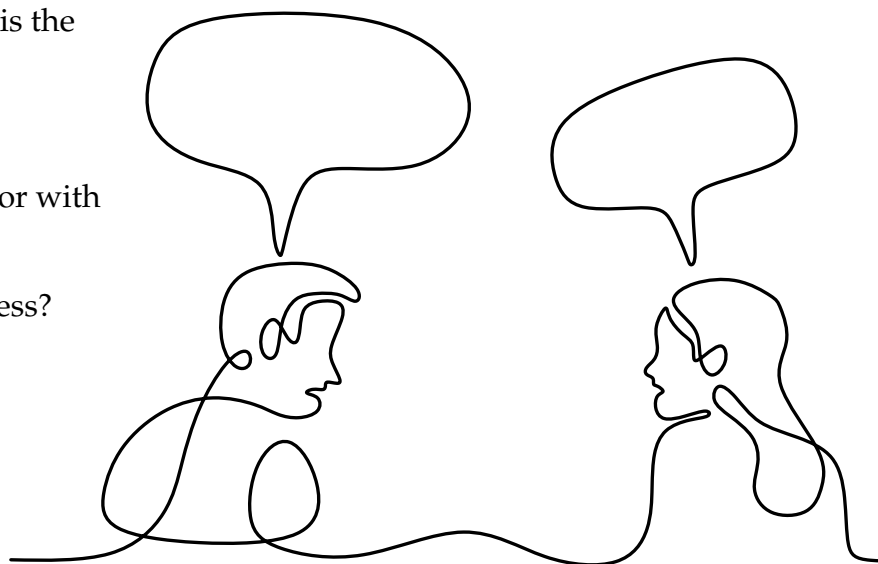
How familiar are they with advocacy and/or with the issue area that you work on?

What do they know about engaging Congress?

What is their familiarity with FCNL and Quakerism?

TIP

Listen more than you speak. The person you are meeting with should be speaking for approximately **75%** of the time, and you should be speaking for no more than **25%** of the time.



Do's and Don'ts

DO exchange stories, experiences, motivations, and visions.

DON'T make it a one-sided conversation that becomes an interview of the other person—share some information about yourself to discover points of connection.

DO have a hard ask and clear next steps—this is an opportunity for someone to take action on what they care about (i.e. inviting them to an upcoming meeting, action, or event, asking to be connected to someone in their community, etc.).

DON'T make this a “sales pitch”—it’s not a transactional relationship.

DO have a clear follow-up plan (within 48 hours of the one-on-one).

DON'T end a conversation without knowing when you will speak to that person again.

Three types of no

Not now: Someone might be busy or unable to engage with your advocacy in that moment, but you should follow up with them when they are more available. Make sure you ask when that is and make sure you know how to reach out to them again.

Not that: They might not be interested in the opportunity you are offering, so you should always have a back-up opportunity. For example, if they don’t want to lobby, would they send an email or make a call on the ask?

Not ever: It’s ok to encounter someone that will not join your advocacy! It’s worth hearing them and trying to find common ground, but you can’t force anything.

WHAT TO TALK ABOUT

Their interests and your own

Stories that give insight into their life

Their priorities and their why's



Some starting questions to ask in your initial one-on-ones

How did you first get connected to (person or organization that you met this person from)?

Where in the area are you based? How long have you been in this area? What brought you here?

Tell me more about you! What keeps you busy these days? What kind of work are you hoping to make more time for?

Have you always been interested in this issue? What sparked your interest?

Have you been part of any kind of community organization doing work with Congress before?

When you're working with a group, what kinds of tasks or projects are most energizing for you? How might you want to contribute?

Following Up

Follow up is crucial!

Remember to follow up within 24 hours inviting the person to take the next step you discussed.

Keep notes on your one-on-ones for future reference. It is best practice to not take notes or record during your conversation but to jot down what was discussed and what the next steps are shortly after.

Outreach Method: Tabling

Setting up an interactive and engaging tabling activity can attract new members to your group. Take the opportunity to start conversations, answer questions, and make a personal connection with individuals who engage with your table. Be sure to follow up with them and invite them to your next event!

Before

Look for venues and events that accept community tables. *Examples: campus club fairs, holiday festivals, ethnic and community festivals, farmers markets, peace fairs, concerts, library-sponsored events, farmers events, faith community bazaars, etc.*

Apply for or reserve the table in advance, making sure to meet all requirements.

Request a box of fliers, stickers, and posters from FCNL by filling out [this form](#), and supplement with your own table, tablecloth, pens, games, candy, water, etc.

Assemble your team. It is helpful to have a primary tabling coordinator as well as multiple volunteers to cover different shifts.

Prepare for the elements. Tabling indoors can be simpler and more cost effective. If you will be tabling outdoors, make a plan for rain and wind. If you are passing out flyers or stickers, bring some kind of weight to weigh them down.

Make a plan for set-up, clean-up, and follow-up. Who is bringing what? What time will they be there? Who will follow up with the contacts you collect?

During

Create a well-organized display.

Bring a tablecloth to cover the table with, as well as a poster or sign that clearly says “FCNL”.

Engage with attendees.

Smile, say hello, and ask a question or start a conversation.

Have an interactive activity.

Use the examples for activities to engage event attendees in conversation about FCNL and our issues, or come up with your own.

Steer people to action.

Explicitly ask people to get involved by inviting them to a next event and collecting their contact information (a paper sign in sheet or an online form both work well).



The tabling display of the Northern Arizona Advocacy team at a local political group picnic. Their sign-up sheet is front and center, they offer candy and stickers to attendees, and they clearly display FCNL posters. Photo by Leslie Morpeth and Bill Ford.

After

Follow up with all your contacts:

Follow up is best done the very next day while the people you spoke with have you and your organization fresh in their minds. Send them a text message or email inviting them to your next meeting or activity, or offer to set up a one-on-one conversation.

Thank everyone who volunteered in an email, phone call, or text message.

Post photos on social media and share them with FCNL using our [community event report form](#).

FOLLOW-UP MESSAGE

It was great to meet you at our FCNL table! I would love to invite you to join us for our upcoming event or find a time to call to talk more. When works for you?

Interactive Tabling Activity Ideas

Post-its for Peace: Set up a large poster or display board. At the top, write: Take money away from war! What would you spend the money on instead?

Have a visual display with jelly beans or marbles representing the amount of money going toward military spending compared with the amount of money going toward peace or other programs. Invite people to guess how many jelly beans or marbles are in the jar, and how much money that represents in the budget.

As people walk up to the table: “Do you want to play our post-it notes for peace game? Great! These 2 jars represent the amount of money our government spends on weapons and war, compared with the amount they spend on peace. We’re asking everyone: if you could move our tax dollars away from war, what is something you would spend it on in order to make the world a better place?”

Invite people to write their answers on a post-it note and put the post it on the display board.

Once they share their answer, invite them into a conversation about why they wrote what they did. Transition into sharing about FCNL, the issues we work on, and how we lobby Congress and organize in our communities for policies that support peace, justice, and the environment. Then, share about how they can get involved!

Give people a sticker or piece of candy if they fill out the sign in sheet.



Post-it notes for peace shared by trick or treaters at Friends Place on Capitol Hill. Photo by Olivia Delaplaine/FCNL.



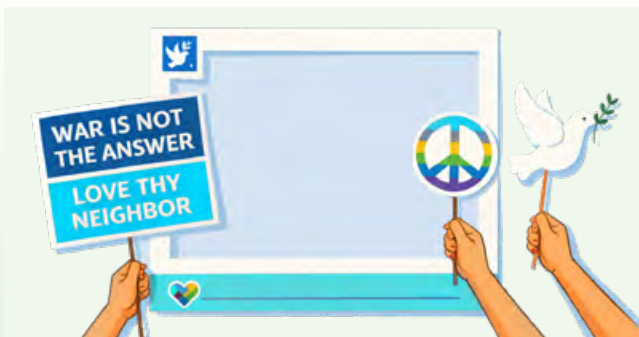
The outreach poster put together by the Huntsville Advocacy Team. Photo by Jessie Whitehead

Additional Activity Ideas



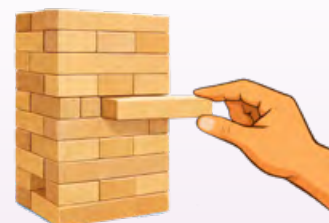
Dot voting: List out the different FCNL issues. Give attendees dot stickers and have them place a sticker next to which issue they think is most important for Congress to take action on.

Wheel of Conversation: Using a colorful spinning wheel with different issues FCNL works on written on each wedge of the wheel. Invite attendees to spin the wheel, and whichever issue they land on, ask them a question and have a conversation about that topic.



Photobooth: Make supplies for people to take photos with: a cardboard photo frame, a War is Not the Answer/Love Thy Neighbor sign, a cardboard peace sign or dove that they can hold. Invite people to take photos with the supplies as they walk up to the booth.

Jenga tower: Write different topics on jenga blocks and assemble a jenga tower. As people pass by, invite them to play jenga, and whichever block they remove, invite them into a conversation about the topic written on the block.



Build Momentum with a Large Group Presentation

One outreach method is to visit other groups where people are gathered and offer to make a short presentation or announcement at the beginning or end of the gathering time.

Look for places of worship, community organizations, service groups, local neighborhood groups, or political/ social science classes on campus if you are a student.

Speak with the leader of the group or reach out to their main contact email in advance to see if it would be possible to visit and make a short presentation.

You can use the sample structure of a large group presentation on the next page to get you started. We encourage you and your leadership team to make the presentation your own and customize the experience for your audience.



Sample Structure of a Large Group Presentation

About FCNL

FCNL is a national nonpartisan Quaker organization that lobbies Congress in support of peace, justice, and the environment. We have a grassroots network of over 135 Advocacy Teams in all 50 states plus DC and I'm a part of our [\[name of your team\]](#).

Personal Story

[\[Share your personal story: why do you organize with the Advocacy Teams? How does it connect with your community? How does it connect with the work of the group you are meeting with?\]](#)

This year's campaign

Every year, we work on a policy campaign to advance peace and justice and work to build effective relationships with our members of Congress and their staff, publish in the media, and hold events to educate their communities about the issues that we work on. This year, our campaign focus is [\[name of campaign focus\]](#).

[\[Connect the campaign back to your story and back to the community: why is it important to you?\]](#)

Our Shared Values

We're not just for Quakers—our team members come from a variety of backgrounds and faith traditions but we are all united by the principles of deep listening, relationship building, finding common ground, and a belief in the inherent worth and dignity of every person.

What's next

We would love for you to join us as we prepare for our next event! We are having an event coming up on [date] where you can learn more. You can also join our monthly Intro to Advocacy calls.

[\[Invite them to your next event where team members will be taking action together: e.g. a potluck, a postcard writing event\]](#)

Sign-up Sheet

To get connected, you can leave your name and contact information on our sign up sheet, or go to FCNL.org/advocacyteams to learn more. Please feel free to take a business card or flier as well.

Q&A

[\[Answer questions from the audience as the sign-up sheet is going around\]](#)

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.

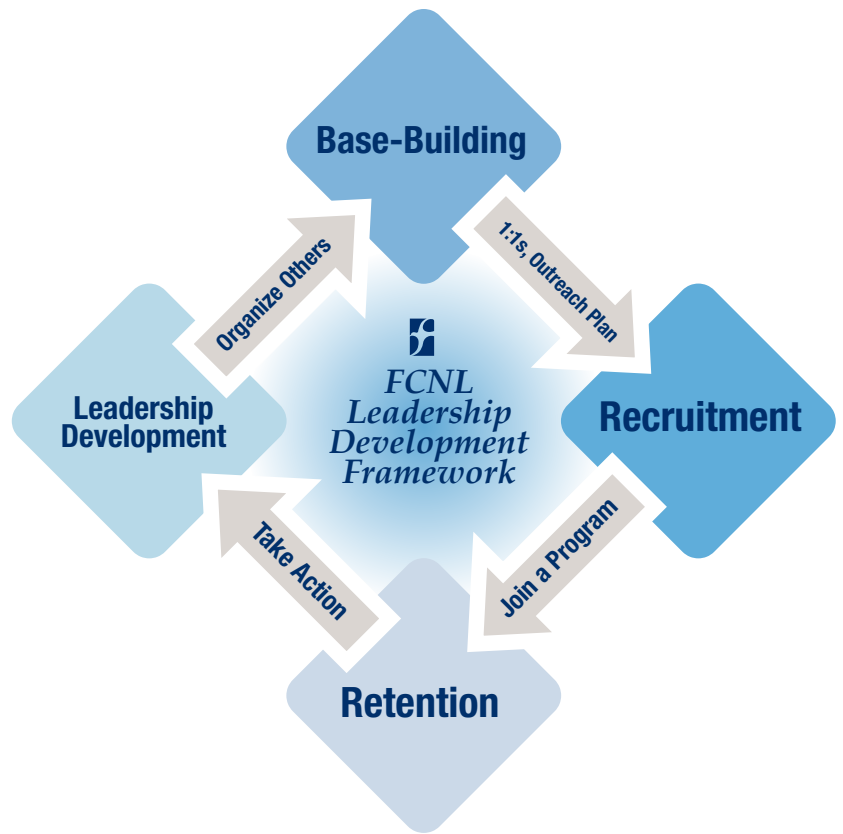
» **Be inclusive:** Listen actively and include the new member in your conversations.

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

Leadership Development

Intentionally developing the leadership of others is essential to sustaining and strengthening your team. We often say the best organizers work themselves out of a role by creating opportunities for others to learn new skills and take ownership of tasks. If you're in a specific leadership role, consider this question: what would it look like to train someone who could step into your role in 1–2 years, freeing you to focus elsewhere?

At FCNL, we visualize leadership development as a cycle of engagement with four phases.



Base-building

All new and prospective advocates start here. Through one-on-one conversations and intentional outreach efforts, we identify individuals that are interested in getting involved.

Examples: Meeting at the FCNL table at a community fair, attending an interest session at a local faith community

Recruitment

At the recruitment phase, we invite those individuals to join a program.

Examples: Intro to Advocacy, start or join an Advocacy Team, introductory phone call or meet-up

Retention

Once they are in a program, we seek to keep them involved by inviting them to take advocacy actions.

Examples: National Calls, lobby visits, writing Letters-to-the-Editor (LTEs), holding community events

Leadership Development

When an advocate is taking action consistently in a program, the next step is to support them to organize others so that we can grow our movement. With regular coaching, advocates can lead others around the leadership development circle: bringing others in, starting their own base-building, recruitment, and retention efforts.

Examples: Recruiting new members to your team, becoming a statewide coordinator, helping to start a new Advocacy Team in a neighboring city or county

List Work: Making Concrete Plans with Your Team

List work is an activity that core team members (often Communicators and Coordinators) should engage in regularly to keep their membership engaged, committed, and developing as organizers.

‘Doing listwork’ means going through a list of contacts name by name, taking notes about each person and making a concrete plan to follow up with them, inviting them to take on a project or task to help them develop a new skill or try out a new role.

Regularly working through your list of members, talking to them, and following up with them will help your members stay engaged. With time, this practice will enable you to identify and recruit individuals who can take on new team leadership roles to help sustain your team when a team leader needs to step back.

Tips for effective leadership development

- Observe members’ interests and talents and skills
- Recruit people for specific roles for set amounts of time
- Build trust
- Value people’s skills and experiences and ideas
- Gradually increase responsibility

Name	Current Role(s)	Notes	Long-term Leadership Goal	Next Step
Olivia	At-large team member	First joined last year. Regularly attends team meetings and has expressed interest in outreach.	Outreach coordinator	Organize next tabling event with Eleni.
Eleni	Outreach coordinator	Joined two years ago. Has lead our team outreach. Interested in taking a break from the role.	Train the next outreach coordinator	Coach Olivia through tabling event
Hajar	Congressional liaison	Joined three years ago. Very experienced with planning lobby visits.	Team coordinator	Plan a team social event

Create Your Own List

Name: Who are the members on your team?

Current Role(s): What specific role, if any, do they currently hold on the team?

Notes: These could be on their work or civic background, interests, skills, schedule, and history of engagement: when did they first join the team? Do they regularly attend team meetings or national calls? Have they served in a role previously?

Long-term leadership goal: Based on this person's skills and interests, what is a leadership role you could see them taking on? Where is there a need on the team, and how might they help to meet that need?

Next Step/Follow up: What task or action are we going to ask this person to take on next to help them try out a piece of that role and build new skills?

» The next step should ideally be tailored to each individual member and their skills, interests and availability. For example: rather than asking someone who works nights to come to a meeting in the evening, ask them to come to a community event on a weekend morning

» Next steps should build in responsibility over time in order to build capacity within your team. One month, ask them to take notes; the next, ask them to facilitate!

Name	Current Role(s)	Notes	Long-term Leadership Goal	Next Step

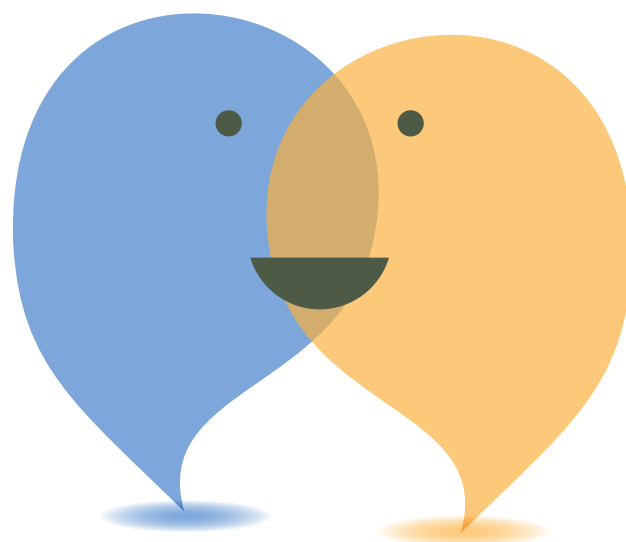
Leadership Development One-on-Ones: The Art of the Proposition

After you have been meeting regularly with members of your team and building your own personal relationship with them, you might consider inviting them to take on a new leadership role using this conversation framework called a leadership proposition.

Leadership propositions are best made in a conversation rather than by email or text, though it's helpful to give advance notice about the topic. You might say something like: "It has been so great to work with you on our team this past year. I have an invitation I'd love to share with you and talk through together—I think you'd be an incredible team coordinator."

Components of the conversation

- **Acknowledging:** Naming the work that the person has done and valuing their specific contributions.
- **Need:** Identify the need that the team has.
- **Interests:** Connect to why this person advocates for peace and justice and how taking on this next leadership step would help them act on their interests.
- **Vision:** Painting a picture of what the group could look like with them in this role.
- **The Role:** The name of the role, purpose of the role, different activities and responsibilities, and time commitment.
- **Support:** What support and resources would they get in the role? How will you help them to be successful?
- **Obstacles:** Think through obstacles and how to overcome them.



Sample Conversation Script

Acknowledging

Janet, I am so grateful for your consistent attendance this year and how helpful and organized you've been taking notes at our lobby meetings.

Interests

I know you've shared before with me about how even though you've been so frustrated with Congress this year, you've found such hope and inspiration from our team and meeting with others.

Need

We have a big need right now for help getting our team meeting on a regular schedule.

Vision

I'd love to invite you to step into the role of team coordinator this year starting in March. With your help, I could see our team getting to know each other so much more closely and being an even more connected and engaged group!

The Role

Being a team coordinator would mean sending scheduling polls, calendar invitations, Zoom links or location information, and meeting agendas. It would also mean helping to send any follow up reminders to people who committed to action items at past meetings. It would take about two to three hours of work each month outside of our team meetings.

Support

I could help you as you get started, working together on agendas and scheduling and sharing templates that I have used in the past.

Obstacles

I know you have a busy schedule and your time is limited, but I view this role as absolutely crucial into making sure our time is used intentionally. Let's talk together about how to make it manageable and how it might fit into your weekly rhythm.

What do you think, would you be up for stepping into the team coordinator role for this year?

Developing Leaders by Delegating Tasks

Asking a member to take on an entirely new role for an undefined period can feel overwhelming at first. One way to begin developing leadership capacity on your team is to break projects into clear, manageable tasks, and delegate them among many individuals.

Even when one person serves as the lead or point person, this approach allows more people to share responsibility and build skills through meaningful participation.

Get started: Below are some example projects and a list of necessary tasks to accomplish them. By breaking the project into tasks, you can begin to see how you could invite people into taking on small pieces of leadership. As you develop plans with your team, choose a project, identify which tasks to invite others to take on, and assign who will be doing what. If you assign a timeline and a due date for when you want each task accomplished by, even better!

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Planning a Lobby Meeting

- Sending out a scheduling poll among team members
- Send the scheduling request to the office and follow up
- Scheduling the prep meeting
- Facilitating the prep meeting and assigning roles
- Preparing a personal story to share in the lobby meeting
- Gathering and printing any leave-behinds, sign on letters, or printed materials
- Taking notes and submitting the lobby report to FCNL
- Drafting the thank you-email to the office you meet with

Planning a Tabling Event

- Researching upcoming tabling opportunities
- Reaching out to the host to reserve a table
- Printing any materials (or requesting materials from FCNL)
- Gathering other supplies
- Transporting the supplies on the day-of
- Recruiting volunteers
- Drafting tailored talking points for volunteers

Planning a Social Event

- Sending a scheduling poll among members to find a date
- Finding a venue and coordinating with the venue host
- Developing a plan for refreshments: potluck, cooking, ordering
- Publicizing the event
- Greeting attendees as they arrive

Goals	Member of Congress	Assessing Your Group	Group Members and Allies	Tactics
Short Term Goal <i>Publicly support and co-sponsor the war powers resolution.</i>	<i>Research what sorts of experiences, communities, and stakeholders influence your member of Congress.</i>	<i>What strengths in your group will help you achieve your goals?</i>	<i>Who can you invite to advocate with you? Think of people who are impacted by the issue.</i>	<i>What tactics can move your member of Congress to say yes to our ask?</i>
		<i>What challenges does your team have right now?</i>		
Yearly Goal <i>Pass a war powers resolution to prevent illegal strikes.</i>		<i>What resources do you need to collect for a successful campaign?</i>		
		<i>What is your outreach plan to grow your group?</i>	<i>Who can you invite to work with your team as a coalition partner?</i>	
Long Term Goal <i>Congress debates and decides when and where we go to war. Presidential powers are exercised within constitutional authority. U.S. military action adheres to domestic and international law.</i>				

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.

Local Leader Calls: Third Thursday 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 Mobilize

- FCNL has a vibrant community on our online platform called Mobilize (or Forj). Connect with advocates on your local team, in your state, staff, and advocates across the country. Find helpful resources and have access to quick answers to your advocacy and policy questions all in one place.

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

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