



# ADVOCACY TEAMS

FRIENDS COMMITTEE ON NATIONAL LEGISLATION



## TELL YOUR LOBBYING STORY

**As a grassroots lobbyist, your power is in your story.** Stories are an opportunity to connect your values with the congressional office you're lobbying and to form a relationship based on trust and mutual respect. Use this worksheet to flesh out your story and practice it with a buddy. Use the back to give your buddy feedback.

Structure of a story:

- » Framing the issue through an individual moment or experience
- » Identifying your values that are illustrated within your story
- » Tie into the policy issue and congressional ask

Queries when brainstorming your story:

- » What brings you to this work?
- » What draws you to work for a more just, peaceful world through the FCNL Advocacy Teams?
- » When was the first time you opened your eyes to the issue?

**Brainstorm the key points you want to cover in your story.**

- 1.
- 2.
- 3.

**Write out your story:**

# GIVE FEEDBACK TO YOUR PARTNER

**What were the highlights of the story?**

**Were there pieces that could be more fleshed out or abbreviated?**

**Were there any places you got lost or couldn't understand the story?**



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CHANGE IN WASHINGTON STARTS WITH YOU



## RAFT PRINCIPLES

*Your Life Raft for Effective Advocacy*

**Respond**

**Ask**

**Facts**

**Tie in to your story/your community**

These principles will help you be an effective advocate in any situation: during a lobby visit, when writing a letter to the editor, writing to your member of Congress, talking to members of your community, or in any other context when you want to be persuasive about an issue you care about.

**Respond:** The issues we work on and people we engage with don't operate in a vacuum. Put it context to help others understand why it's relevant by responding to something. For example:

- Respond to current events (from the headlines or from your community)
- Respond to a recent article in the news (especially if you're writing a letter to the editor!)
- Respond to something you know your listener cares about
- Respond to major events happening in Congress

**Ask:** Your "ask" is the request you are making of your listener/reader. Your ask should be specific, clear, and repeated. Say it at least 2 or 3 times so it is unmistakable.

**Facts:** Include facts about the issue to inform your listener and ground your point in trusted sources.

**Tie in to your story/your community:** how does this connect to you or to someone you know? Demonstrate your connection to the district, to its people, and institutions.

**The F and the T go together and strengthen each other.** It's hard to make an authentic personal connection if you only talk about facts. If you just tell personal stories and don't bring in any data about the outside world, it's hard to be taken seriously. When you put facts and story together, they are greater than the sum of their parts. Each one allows the other to be heard more fully.

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## FCNL Training 1 Reading: Letter to the Editor by Meg Kinghorn

Meg lives in Gerrardstown, WV and is part of the Martinsburg Advocacy Team. She has a way of bringing out her personal experiences in her writings and conversations with members of congress that demonstrate that we all have unique perspectives to share and ways to relate our values without grandstanding, shaming or judging our members of congress. Rather, Meg looks for common ground and finds ways to relate through short metaphors and clearly states the actions that can be taken to bring about greater peace. Meg wrote this piece in 2018 during our campaign to avoid a nuclear war with North Korea.

### Lessons from Beekeeping

*By Meg Kinghorn*

*The Journal: Gerrardstown, WV -March 9, 2018*

I keep bees. With the hint of spring in the air, my hives are coming out of their dormancy and I am gearing up to work them once again. While I have overcome my irrational fear of getting stung by a swarm, I retain a very healthy fear of provoking their wrath. I have learned some important principles: Do not provoke, do not try to tame, and if they get riled, back off and let things cool down. These help me establish a respectful relationship with my bees. The reward is sweet honey.

I think these lessons could apply to North Korea. With the Olympics over, our problems in the region return. Like I would never swat at my bees to teach them a lesson, there is no such thing as a 'bloody nose' nuclear strike. That would invite some extremely painful stings to our military in the region, our close South Korean allies, and even Americans living on our West coast.

I urge Sen. Manchin and Capito and Rep. Mooney to speak out to de-escalate tensions with North Korea and reclaim Congress's constitutional authority over decisions of war. Do not provoke a nuclear swarm.

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A common adage in our Quaker lobbying practice is, "It's more important to be in right relationship than to be right."

-Parker Palmer

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# Plan for Your Lobby Visit

Fill in the boxes on the front and back of the page as you plan your visit. Use the back as a guide during your meeting. Let's start by designating a group leader and a note-taker.

Legislator:

Meeting Location:

Group Meeting Time:

## Group Leader

Name:

Email and Phone #:

**Before meeting:** Set a pre-meeting date and location. Find out how much time you have for the lobby visit; suggest allocation of time and issues among delegation members; identify an issue for which the legislator could be thanked.

**During meeting:** Introduce the delegation; make sure the ask is repeated clearly several times; facilitate the flow of conversation among delegation members; convey intention to follow up.

## Note-Taker

Name:

Email and Phone #:

Obtain the names and contact information of everyone in the meeting to give to the staffer. Take notes during the meeting, and submit lobby visit report to [fcnl.org/teamtoolkit](http://fcnl.org/teamtoolkit).

## Delegation Members

Share personal stories 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 of your members of Congress, and it can help change their minds.

**Remember:** Be polite and respectful! This meeting is part of building a relationship with your member of Congress. Find common ground where you can.



# Lobby Visit Roadmap

1. **Introduce yourselves (start with group leader).** Begin with a round of introductions and exchange contact information. Explain who you are and your relevant faith/community/campus affiliations. **Note-taker** gives the staffer a list of your delegation members and their community/professional affiliations.
2. **Say “thank you” (group leader).** Thank the office for a position the legislator has taken which you support. See the ‘Research your Member of Congress for directions on how to research your member of Congress’.
3. **Introduce the ask (group leader).** Use the ‘Leave Behind’ and ‘Scale of Leadership’ documents to tailor the ask to your member of Congress.
4. **Tell your stories (delegation members).** Explain why you care about this issue and what it means to your community.

- » Story 1:
- » Story 2:
- » Story 3:
- » Repeat ask as story:

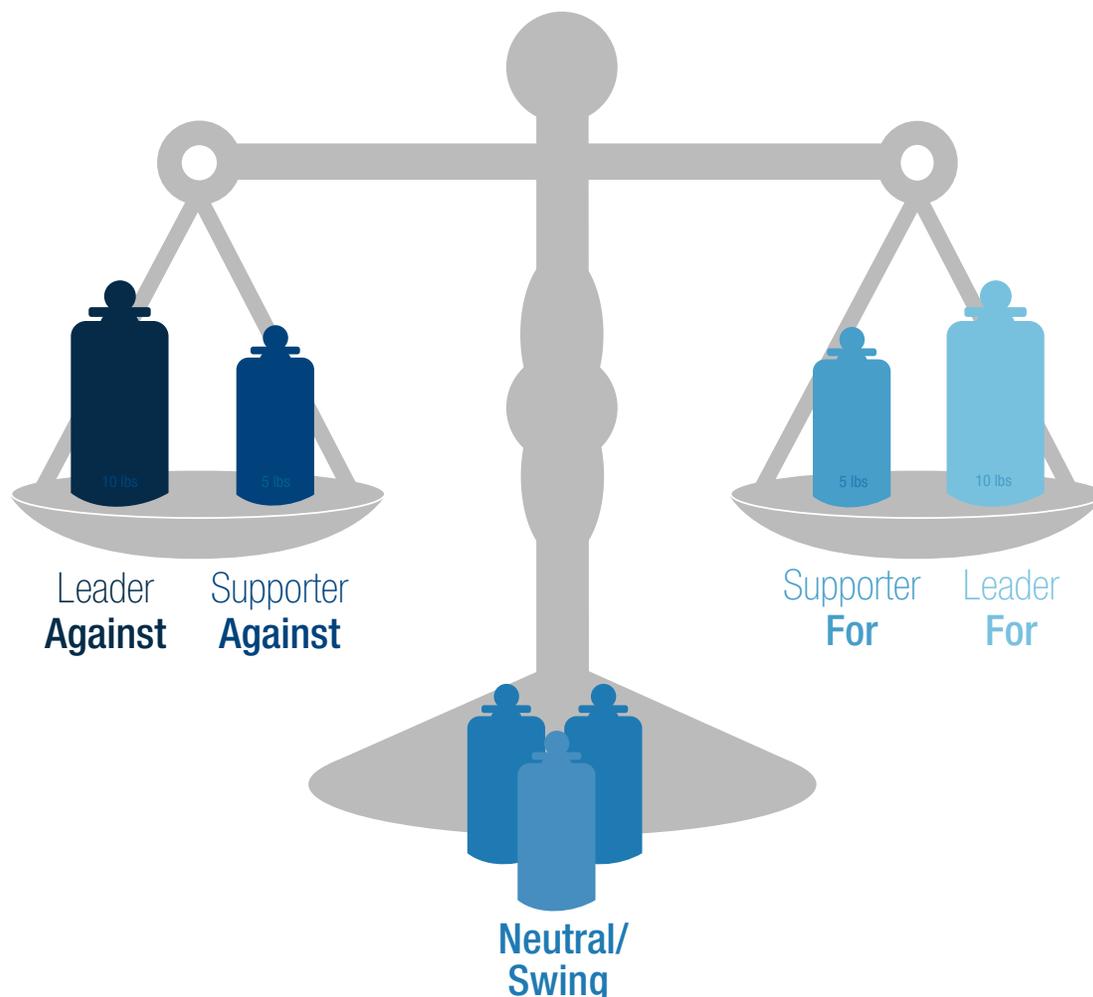
5. **Respond to follow up questions and listen (delegation members).** Ask for and listen to the legislator/staffer’s responses to your request.
6. **Repeat the ask and thank the legislator and/or staff member (group leader).** After discussion, repeat the ask, and give the legislator/staffer a “leave behind” with your asks. Assure follow up.
7. **Follow up with the staffer (delegation member).** You may want to ask when follow-up would be useful. Otherwise, email the staffer within three days of the visit.

Follow up after the visit:

# SCALE OF LEADERSHIP

## Tip the Scale toward Justice

As Quakers and friends working to build relationships with Congress, we need to know where our members of Congress stand on the policy issues we seek. Use the Scale of Leadership to help them take action toward positive leadership.



### What is the Scale of Leadership?:

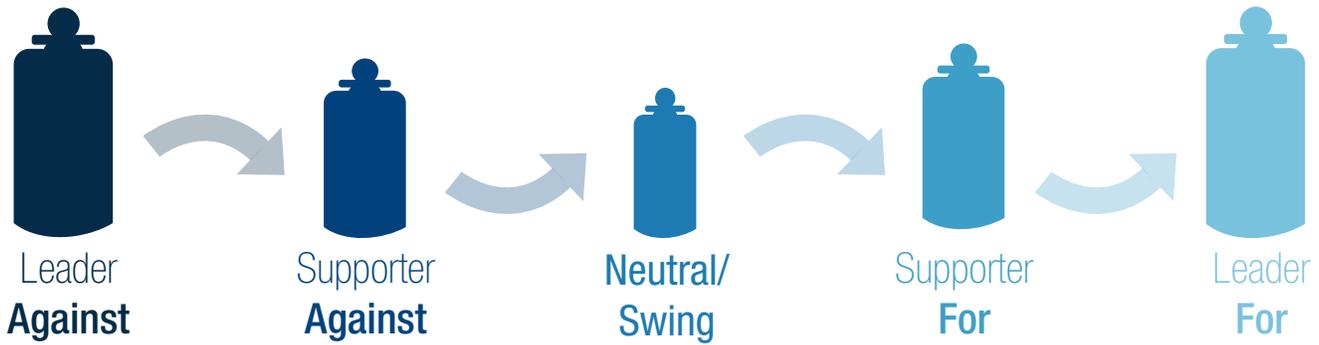
This tool helps us to assess strategy and celebrate incremental successes. Members of Congress don't often come into office as leaders or advocates for our issues. As you plan your advocacy, use this tool to shift their weight.

### Applying the Scale of Leadership:

First, research your member of Congress' background and voting history on the issue. As you engage your members, acknowledge their position, thank them when appropriate, and make asks that strategically and reasonably challenge their position – wherever they stand. Every member can be shifted in the direction of positive leadership.



# SCALE OF LEADERSHIP



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

<p><b>Leader Against:</b> Actively advocating against your position, may have introduced legislation</p>	<p><b>Supporter Against:</b> Has expressed opposition or voted against your position</p>	<p><b>Neutral:</b> Unfamiliar or noncommittal</p> <p><b>Swing:</b> Voted or made public statement for and against your position</p>	<p><b>Supporter For:</b> Has voted in favor of your position, or has expressed private or public support</p>	<p><b>Leader For:</b> Has taken positive initiative, may have expressed interest or has introduced legislation</p>
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## 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	Shepard legislation and raise awareness about issue
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## 3. What tools can you use to tip the scale in your advocacy?

<p><b>Lobbying</b></p> <p>Tell stories to humanize the issue &amp; illustrate successes</p> <p>Ask about motivation for member's position on issue</p> <p>Make clear, specific asks toward neutral action</p>	<p>Tell stories to humanize the issue &amp; illustrate successes</p> <p>Ask about motivation for member's position on issue</p> <p>Make clear, specific asks toward neutral action</p>	<p>Tell stories to humanize the issue &amp; illustrate successes</p> <p>Make clear, specific asks toward positive action</p>	<p>Tell stories to humanize the issue &amp; illustrate successes</p> <p>Ask member to initiate a sign-on letter / host a briefing</p> <p>Ask member to join key committees, engage colleagues and/or make public statements</p>	<p>Tell stories to humanize the issue &amp; illustrate successes</p> <p>Ask member to author and shepherd legislation</p> <p>Ask member to join key committees, engage colleagues and/or make public statements</p>
<p><b>Media</b></p> <p>Research and communicate shared values</p>	<p>Research and communicate shared values</p>	<p>Research and communicate shared values</p>	<p>Ask member to draft or sign on to op-eds that you write</p>	<p>Ask member to draft or sign on to op-eds that you write</p>
<p><b>Outreach</b></p> <p>Use letters, events, and media to demonstrate community support for the cause</p>	<p>Use letters, events, and media to demonstrate community support for the cause</p>	<p>Use letters, events, and media to demonstrate community support for the cause</p>	<p>Give regular, positive feedback for the member's actions</p>	<p>Give regular, positive feedback for the member's actions</p>



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## FCNL Advocacy Teams: Roles

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

### All Team Members

- Serve as primary contact for a congressional office and/or a media outlet
- Join team for monthly National Call in person and take action in the hour after
- Regularly support teammates to take actions collectively and individually

### Communicator

- Keeps up to date on actions of their Advocacy Team and communicates it on call. Shares stories, victories, lessons learned, questions, concerns and more. Primary point person for FCNL's National Field Organizer.
- Joins biweekly Advocacy Team Communicator Calls in addition to the National Call
- Takes back curriculum or other updates from Communicator Call to Advocacy Team
- Checks in with other roles to make sure they are fulfilling their responsibilities

### Coordinator

- Coordinates team meetings and reminds people about meeting
- Manages email and phone call correspondence within team
- Makes sure team is reporting lobby visits, new members and media pieces to FCNL using: [fcnl.org/teamtoolkit](http://fcnl.org/teamtoolkit).

### Congressional Organizer

- Organizes point people for each member of Congress represented in delegation
- Supports team members as they organize and go on lobby visits
- Coordinates yearlong schedule of Advocacy Team's lobbying

### Media Organizer

- Organizes team members to be point person for local/statewide newspapers
- Supports team members as they organize letter to the editor and op-ed writing campaigns
- Coordinates longer term schedule of Advocacy Team's media engagement

### Outreach Organizer

- Focuses 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 teams work on social media.