

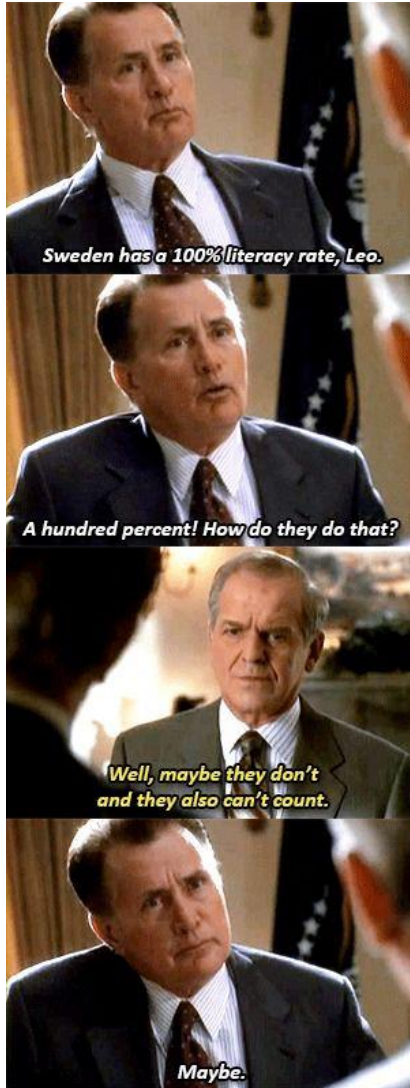


# How to Advocate

Gabriel Villarreal, Policy Advocate

June 5th, 2018

# What is Considered Advocacy?



- An attempt to influence governmental decision making
  - Votes Up or Down (state legislature, boards, commissions)
  - Content of Legislation
  - Regulatory Implementation

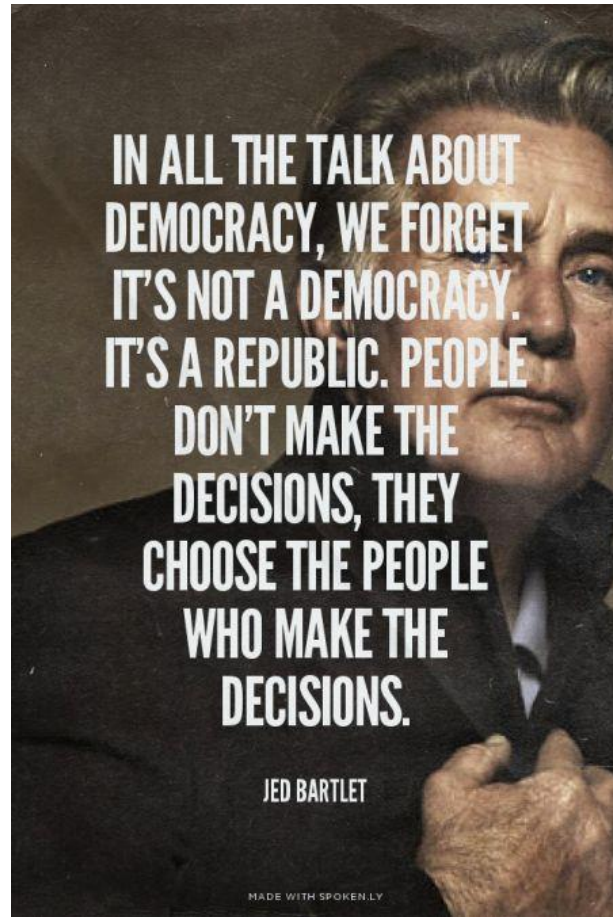
Why Is It Important?



**LET THEM KNOW!!!**

**(Just Joking)**

# Why Is It Important?



- Legislators are decision makers that represent YOU as an organization and therefore your clients.
- Legislators are people who can be influenced by thoughts, opinions, facts, and stories.
- That's where you come in.

# 5 Rules (from CAMEO's 5 Rules of Lobbying)

1. Advocacy means “Being Engaged”
2. Advocacy can occur outside the Capitol
3. Keep your audience in mind
4. Be sure THEY hear YOU
5. Establish as many relationships as possible

# 5 Rules (from CAMEO's 5 Rules of Lobbying)

- **Advocacy means “Being Engaged”**
- **Keep your audience in mind**
- **Be sure THEY hear YOU**
- **Establish as many relationships as possible**

# What you're lobbying on

- SB 551 (Hueso) CalCAP Changes & Improvements
  - SB 551 helps the CalCAP small business program continue under IBank where there is a wealth of experience in small business technical assistance and lending.
- AB 626 (Garcia, E.) Expanded Cottage Kitchen Laws
  - SB 626 will [expand the cottage kitchen rules](#) to include home cooked meals (previously limited to certain food items).
- SB 822 (Weiner)
  - [SB 822 will restore net neutrality protections](#) to thousands of businesses and intensify pressure on federal lawmakers and large ISPs to revisit restoring protections nationally. The bill passed out of the Senate floor on May 30 and now heads to the Assembly in June.
- SB 946 (Lara) Decriminalization of Street Vending
- \$20 million for Small Businesses in Governor's Budget

# Meeting Breakdown

- Thank legislators/staff for their time (LEADER)
- Each attendee makes a brief introduction (< 1 minute each) suggestion to go clockwise however seated
- If you have a legislator that has done something positive for small and microbusiness, mention that (check their website).
- The ask, if one of the following:
  - Assemblymembers Phil Ting (Chair), Joaquin Arambula, Richard Bloom, Rocky Chavez, and Jay Obernolte
  - Senators Holly J. Mitchell (Chair), Nancy Skinner, Richard Roth, John M.W. Moorlach, and Jim Nielsen
- Ask for support of the \$3 million budget augmentation to the GO-Biz budget (and give CAMEO letter – see page2 for details)
  - The ask for all others: Thank for \$20mm support in budget for small business technical assistance efforts (passed Assembly and Budget)
  - Pick and additional topic from page 2 for details
  - Note: if you are not familiar with an issue, admit it and say give the one liner explanation and if they want more information, you will connect them with someone that can answer their questions.
- Why – (the meat of the meeting) The need to support the ecosystem - coaching, capital, connection and give some impact data and your great stories.
- Is there anything you can do for them?
- If feels good invite for a tour of businesses (optional)
- Thank again, get a photo and confirm any follow ups. Post to social media tag @CAMEOMicro and #MicroBiz2018



# Example

- Need two volunteers
- I'll be an advocate, you be a legislator
- Practice round
- Switch

# Tips

- Make the connection back to their District
  - **MAKE THIS CONNECTION AS CLEAR AS POSSIBLE**
  - Facts and figures are good
  - Client stories are even better
- If possible, lay out the issue clearly (using stories, facts, and figures) and then say SB/AB XYZ is the solution

# Practice

- Break into groups of 3
- Have one person be “legislator” and other two represent your organizations as “advocates”
- Legislator sits, listens, asks questions
- Advocates run through agenda
- Rotate

# Handouts

- 5 Rules of Advocacy
- Suggested Agenda w/Talking Points