

The Art of Advocacy!



What is Together Oklahoma?

A nonpartisan coalition linking Oklahoma's proud legacy of common sense and strong core values to fiscally responsible tax and budget policy and the important role government plays in our strength and success as a state.



“Advocacy is a political process by an individual or group which aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions.”



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Advocacy - the Art of getting attention and making it count





- ❖ Know the issues
- ❖ Know your audience
- ❖ Get their attention
- ❖ Build a relationship
- ❖ Make it personal
- ❖ Make a concrete ask
- ❖ Hold them accountable
- ❖ Be in it for the long haul



- ❖ **Know the issues:** Know your issues and which issues you can influence
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www.oksenate.gov/Senators/biographies/johnsonr_bio.html

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Senator Rob Johnson - District 22

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Occupation: Attorney
Education: Oklahoma State University, B.S. Political Science;
University of Oklahoma, Juris Doctorate
Legislative Experience: Senate Member, 2010 - present
Hometown:
Party: Republican

Rob Johnson was elected to the Oklahoma Senate in July of 2010. He presently serves as an Assistant Majority Floor Leader, Chairman of the Appropriations Subcommittee on Public Safety and Judiciary and Vice-Chair of both Rules and Judiciary Committees. Prior to being elected into the Senate, Johnson served in the Oklahoma House of Representatives. During his tenure in the House of Representatives, Johnson was selected to serve as Majority Whip. As Majority Whip, Johnson played a key role in shaping a wide range of policy issues.

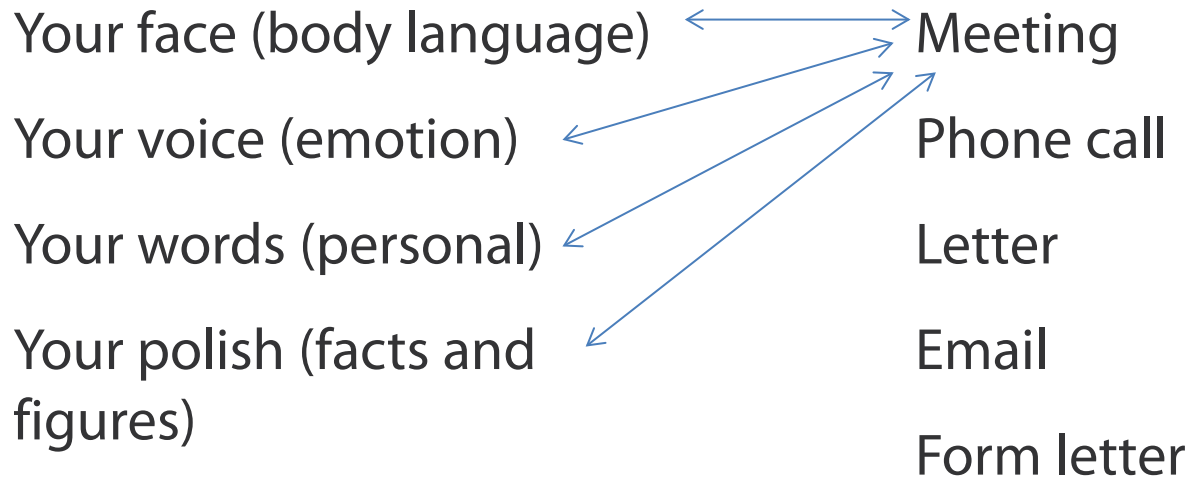
Johnson has been awarded the prestigious Legislator of the Year award from the Oklahoma Independent Petroleum Association and the Oklahoma District Attorneys Association Appreciation Award. Johnson has participated in many civic and legislative leadership groups, including Leadership Kingfisher County, Leadership Oklahoma, and the American Council of Young Political Leaders. Johnson also served as the Oklahoma Co-Chairman for the American Legislative Exchange Council and in 2005 was selected as one of 50 legislators from around the country for the State Legislative Leadership Foundation's Program for Emerging Political Leaders.

Johnson and wife, Colleen, have five daughters: Megan Camp, Madeline Camp, Kensington Johnson, McKellyn Johnson, and Maren Camp. The Johnsons are members of Christ the King Catholic Church in Oklahoma City.

- ❖ **Know the issues:** Know your issues and the ones you can influence
- ❖ **Know your audience:** What are their issues and what gets their attention?
- ❖ **Get their attention:** Break through the noise
- ❖ **Build a relationship**
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Your attention getters



Your attention getters

Your face (body language)

Meeting

Your voice (emotion)



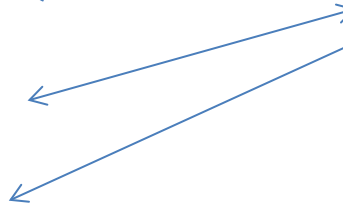
Phone call

Your words (personal)



Letter

Your polish (facts and
figures)



Email

Form letter

Your attention getters

Your face (body language)

Meeting

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Phone call

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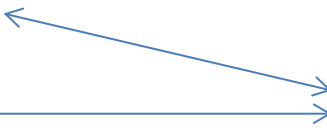
Your words (personal)

Letter

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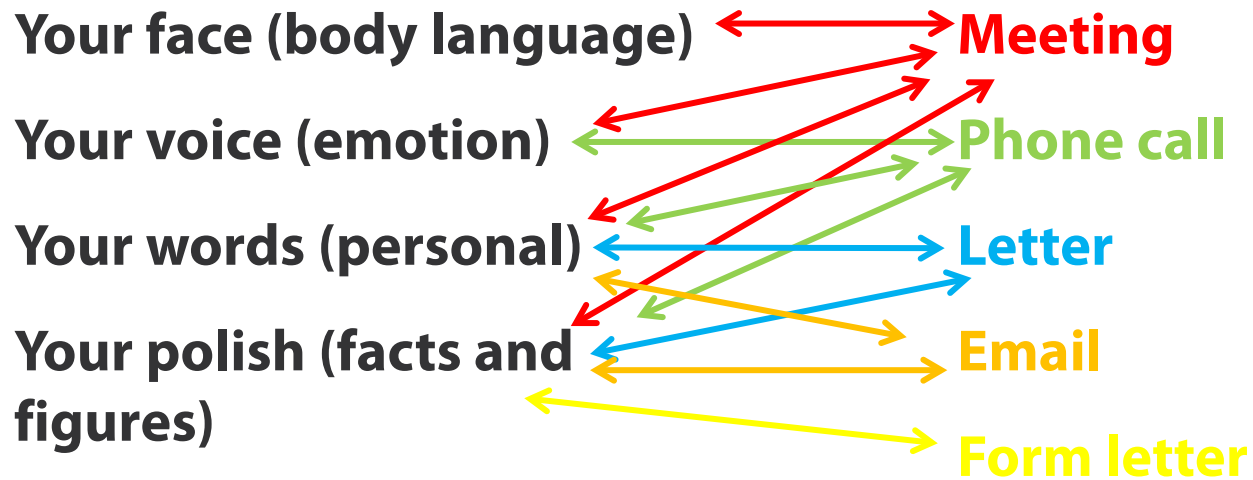
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Your attention getters



Your
effort

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- ❖ **Build a relationship:** What do you have in common?
Remember that patience, persistence, and politeness pay off.
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Remember that patience, persistence, and politeness pay off.
- ❖ **Make it personal:** Tell YOUR story and be brief but be human, get in their guts
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No one can tell your story like you can!

- Use everyday words
- From the heart specifics
- Be polite and relatable
- Find your hooks
- Get good data and make it personal to you
- Practice and be brief



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- ❖ **Be in it for the long haul:** learn from your mistakes and build smart trust. Don’t give up, don’t burn those bridges.



Together OK 2014 Priorities

- Restore Education Funding
- Curb Unnecessary Breaks
- Protect Essential Revenues
- Expand Health Care



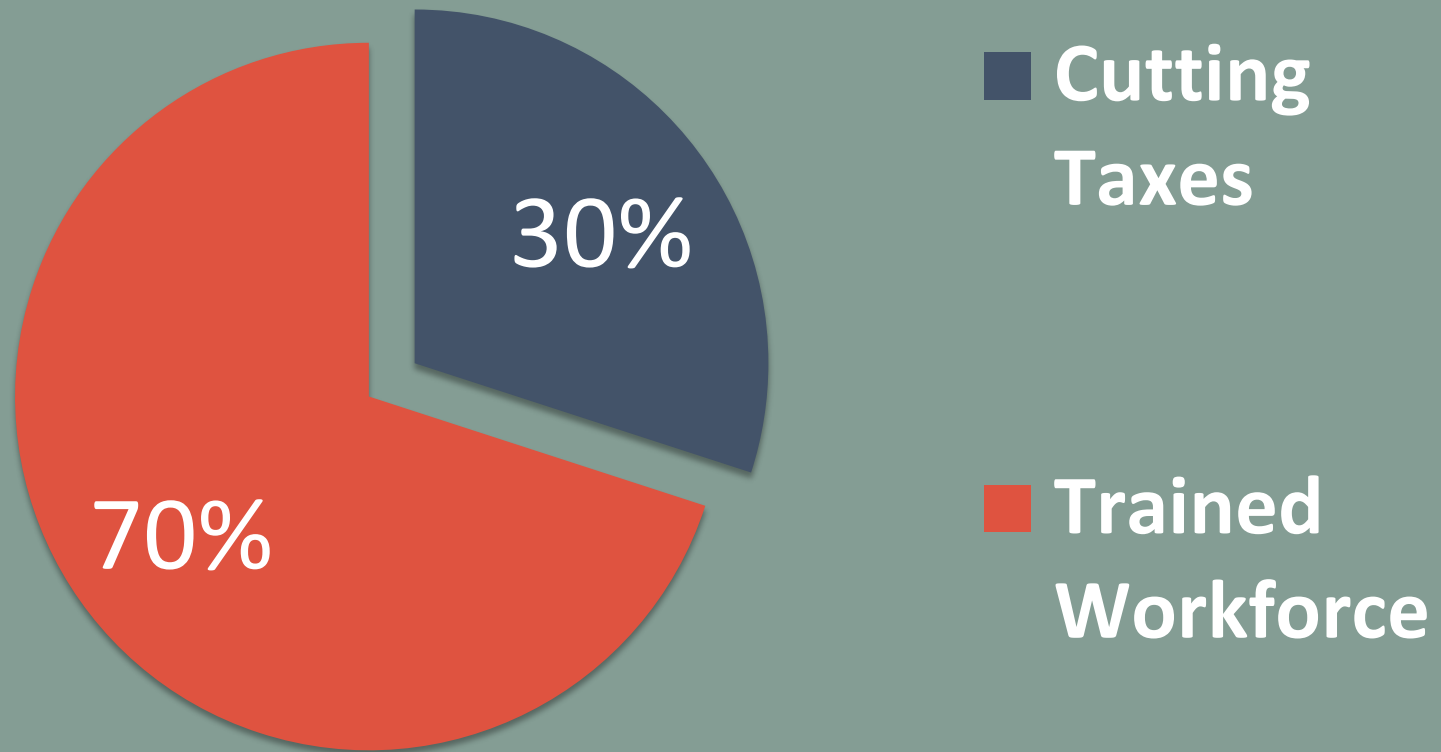
Why these priorities?

- These are a big deal
- They impact everything
- They are politically achievable
- We have good data





What do Oklahomans believe will grow our economy?



What American business wants:

- ✓ **Workforce Development**
- ✓ **Quality Schools**
- ✓ **Infrastructure**
- ✓ **High Quality of Life**

We need you!



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Spread the word.

- Editorials
- Letters to editor
- Talk to friends & neighbors
- Social Media
- Visit Legislator
- Call Legislator
- Write Legislator



Together





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Together Tuesdays Fall Tour



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