



Top Ten Advocacy Tips

February 3, 2021



Top Ten Tips For Successful Advocacy

1. Know your Issues
2. Know your District
3. Have an Elevator Pitch
4. Use Your Status As an Elected Official
5. Reach Out Early & Often
6. Be a “helpful friend”
7. Reward Good Behavior
8. Maintain the Relationship
9. Join Friends of ASBA!
10. Don't Give Up



Know Your Issues

- Pay Attention to ASBA Communications.
 - Join the Advocacy List!
 - Read our bill summaries!
- Develop a high-level understanding of how the AZ Budget is constructed.
- Is there an issue you're passionate about? Dive in!



How is the AZ Budget Constructed?

- State Budget Surplus
 - Overall budget surplus going into FY2022 of \$1.6B
 - JLBC estimates that most of the surplus is a one-time windfall, and may \$300-\$400M is ongoing.
 - Movement of income tax filing deadline from April to July 2020
 - Reduced spending on K-12 education
 - Reduced spending on Medicaid



Know Your District

- Develop a top-line understanding of key characteristics of your district.
 - How many students do you have this year?
 - What percentage are free/reduced lunch?
 - What is the racial/ethnic breakdown?
 - What is your average/median teacher salary?
 - What do you spend most of your Classroom Site Fund Money on?
 - How much do you spend per student on administration?



Have an Elevator Pitch

- Take your district issues and match them with state issues when talking to Legislators or even the public.
 - In X school district, we have increased our average teacher salary from X to X while decreasing our administrative costs.
 - Did you know X district in your LD serves a population that is X% free and reduced lunch?





Use Your Status as An Elected Official

- As an elected official, you are accountable to the same voters they are.
- You're not a lobbyist or some yahoo off the street.
- Use your party registration if you feel it would be an advantage. Are you really going to advocate yourself out of a job?



Reach Out Early & Often

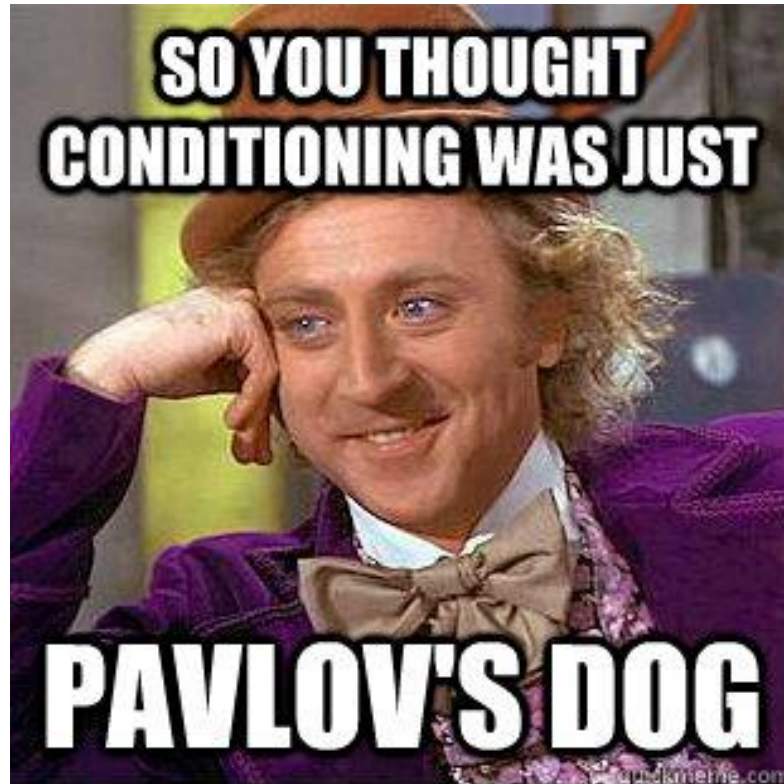
- This is a relationship process.
- You don't have to go to dinner. Just don't let the first time they hear from you be an "ask."



Be a “Helpful Friend”

- Look for ways to be helpful during your interactions. If you see an opportunity, take it.
- Provide information. Use your elevator pitches. “Just thought you might want to know this...”
- Let them know it’s not personal if you’re against them (unless it is).

Reward Good Behavior





Reward Good Behavior

- If a Legislator's actions are beneficial to your district, even a little bit, let them know!
 - “I appreciate that you supported X. This is critical to our district. I just want you to know that the unmet need is still X....”



Maintain The Relationship

- Don't be fake.
- Don't make promises you don't intend to keep.
- Do keep promises you make.
- Keep Up with them during the interim.
- Are you aligned politically? Do political stuff?



Join Friends of ASBA!



FRIENDS *of* ASBA
educating arizona



ASBA Advocacy Strategy

ASBA

- 501(c)(3) non-profit association
- Supported by district dues and business partnerships
- Lobbying and government relations
- Day to day contact with state/federal officials
- Advance ASBA political agenda through direct lobbying and communication efforts.

Friends of ASBA

- 501(c)(4) social welfare organization
- Supported by an endowment and individual contributions.
- Voter education and political advocacy
- Can spend on campaigns and other political expenditures
- Support ASBA political agenda by holding public officials accountable



Friends of ASBA Membership

Membership Information and Benefits

GOLD \$100	SILVER \$50	BRONZE \$20
Monthly Insider Education Emails	Monthly Insider Education Emails	Monthly Insider Education Emails
Ribbon for all ASBA Conferences (Board Members Only)	Ribbon for all ASBA Conferences (Board Members Only)	Ribbon for all ASBA Conferences (Board Members Only)
Membership Card	Membership Card	
Friends of ASBA Pin	Friends of ASBA Pin	
Recognition in ASBA's Annual Journal		
Hard Copy of the Friends of ASBA Voting Record		

<http://friendsofasba.org/membership>



Don't Give Up!

- It's tempting to give up. Freeing even.
- We've had a rough week, but resilience is key.
- Sometimes you're just not going to get through. Work around!



Questions?

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