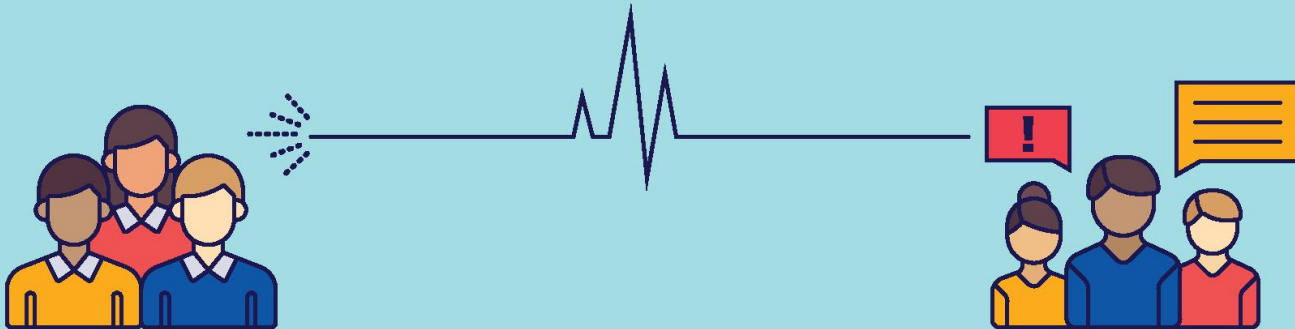


MAKE YOUR VOICE HEARD

A Guide to Legislative Advocacy in Utah

LEGISLATIVE ADVOCACY 101



ELECTED OFFICIALS

CONSTITUENTS

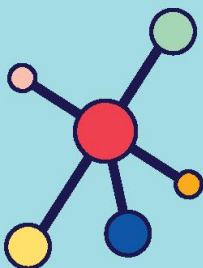


If legislators don't hear from you, they assume you approve of their actions.



FIRST THING'S FIRST,
RESEARCH YOUR LEGISLATOR

 [HTTPS://LE.UTAH.GOV](https://le.utah.gov)



CONNECT WITH YOUR LEGISLATORS BEFORE THE
LEGISLATIVE SESSION BEGINS IN JANUARY

WAYS TO CONTACT YOUR LEGISLATOR



CALL THEM OR WRITE THEM



✔ **TIP 1** Know your district and name of your legislator

✔ **TIP 2** Plan out what you will say

✔ **TIP 3** Remember to mention the bill number (if there is one) and why you are calling or writing

✔ **TIP 4** Make it short and sweet and get to your point quickly

✔ **TIP 5** Tell a personal story they can connect to

✔ **TIP 6** Problem, solution, action (ie. "Vote yes on HB xxxx!")



MEET THEM IN PERSON



STEP 1
Schedule your meeting



STEP 3
Prepare and educate yourself and establish a clear goal



STEP 2
Be flexible and patient



STEP 4
Follow up and say thank you!

IMPACT YOUR COMMUNITY



→ WRITE A LETTER-TO-THE-EDITOR OR AN OP-ED

Turn your **legislative testimony** into an opinion piece

Know the word limits:

250 words for a letter-to-the-editor, 600 words for an op-ed

Explain the issue, and then make your argument

Prioritize simple words and analogies over fancy phrases and complex arguments

Make your **best and strongest** arguments **first**



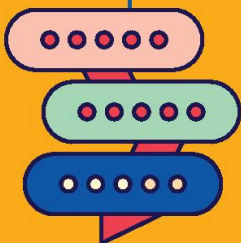
→ BUILD A NETWORK

Schedule a meeting with your representatives **before or after** (not during) the Legislative session

Connect with other people and organizations testifying on the same bill or issue

Encourage a friend or colleague to testify or write an opinion piece

Attend a protest, rally, or event



→ INCREASE YOUR REACH

Talk about politics: Share your testimony or opinion piece on social media using photos or graphics to increase its appeal

Bring a friend or colleague to a rally or event

ADVANCED ADVOCACY TIPS

BUILD YOUR KNOWLEDGE



SUBSCRIBE TO A NEWSPAPER

...or a political e-newsletter like UtahPolicy's Daily or The Salt Lake Tribune's Political Cornflakes



YOU ARE NOT ALONE

Find (use Facebook or the Utah Nonprofits Association) or follow an advocacy organization that matches your goals



TRACK A BILL

...through the hearing and voting process at <https://le.utah.gov>



DOWNLOAD TALKING POINTS

...or position papers from allied nonprofits or advocacy groups.

TESTIFY AT A LEGISLATIVE HEARING



- 01.** Write your testimony beforehand; groups like the ACLU of Utah can provide talking points
- 02.** Highlight your expertise or experience about the issue, or tell a personal story
- 03.** Keep your statement under 90 seconds
- 04.** Bring a friend for support and to take photos of you testifying
- 05.** Seating is limited at hearings for popular or controversial bills. Arrive 15 minutes early or ask a friend to save you a seat
- 06.** Begin by stating your name, where you live, and why you are there—and always address the chair and members of the committee, not the public
- 07.** Personal attacks never win votes, stay calm if you are challenged by a lawmaker

SPEAKING TO THE MEDIA

Be ready! Reporters try to snag interviews with people after they testify

Always look at the reporter, not the video camera

Sound more natural by rephrasing—not re-reading—your testimony during the interview

Emphasize your expertise or personal experience

Use inclusive phrases like, “common sense,” “will of the people,” and “safeguard our rights”



For more information:

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