Advocacy in Georgia 101:
Why, How, and What

Leah Dixon, Georgia Conservancy (GC)
Charlotte Davis, Georgia Municipal Association (GMA)
Todd Edwards, Association County Commissioners of GA (ACCG)
Rep. Scot Turner, Georgia House of Representatives, District 21
Advocacy

1) Why?
2) Dos & Don’ts
3) How to Keep Updated
4) Pertinent Issues
DO: PREPARE

- Know your issue—from all perspectives!
- Schedule a face-to-face meeting—your legislators as well as those in positions critical to your issue
- Utilize existing relationships to obtain an introduction
- Be concise, factual, focused, non-confrontational and persuasive
- Draw a clear line between the legislator and your issue—how does it impact them/their constituents or concerns? How does it benefit them?
- Have information packages to leave behind
DO: BUILD RELATIONSHIPS

**WHY**

**DOS AND DON'TS**

**HOW TO KEEP UPDATED**

**PERTINENT ISSUES**

- What are the legislator’s committee appointments?
- What issues are relevant to his/her constituents and home area?
- Listen
- Ask respectful questions
- Invest in the relationship—get to know staff, add legislator to your email list, call on them when you DON’T have a request, invite them to your events and attend his/hers
DO: SHARE STORIES

WHY

DOS AND DON'TS

HOW TO KEEP UPDATED

PERTINENT ISSUES

• Involve legislators in your accomplishments
• Assist legislators in taking credit where credit is due
• Make your concerns local and relevant to the legislator with facts and figures as well as real life anecdotes
• Encourage the legislator to feel invested in your work
DO: FOLLOW-UP and FOLLOW-THROUGH

- Thank you notes for meetings, support, and appearances
- Call on the legislator regularly
- Connect her/him with information, individuals and groups she/he should know or would enjoy
- Offer your availability
- It’s a year-round, ongoing endeavor!
DON’TS

• DO NOT ask them to take political heat for something you wouldn’t
• DO NOT publicly attack or besmirch legislators and policymakers
• DO NOT ask for support without developing a relationship
• DO NOT write off legislators from the other side of the aisle – focus on policies, not personalities
<table>
<thead>
<tr>
<th>WHY</th>
<th>DOS AND DON'TS</th>
<th>HOW TO KEEP UPDATED</th>
<th>PERTINENT ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Charlotte Davis, GMA**
- Find Your Legislator
- Gold Dome Update [email]
- Legislative Policy
- Viewpoints

**Todd Edwards, ACCG**
- Legislative Tracking Database
- Legislative Update [email]
- Legislative Action Alert [email]
- County Legislative Coordinators
- Friday Facebook Live Sessions

**Leah Dixon, GC**
- Legislative Update [email]
- Website – “Where We Stand”
- Panorama [email + print]
- Social media (Facebook, Instagram)

**Rep. Scot Turner, Georgia House of Representatives**
- Legislative Office
- Social media
- Direct email
HOUSING DESIGN STANDARDS

WHY
DOS AND DON'TS
HOW TO KEEP UPDATED
PERTINENT ISSUES
RURAL BROADBAND ACCESS

WHY

DOS AND DON'TS

HOW TO KEEP UPDATED

PERTINENT ISSUES