

# Advocacy in Georgia 101:

Why, How, and What

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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

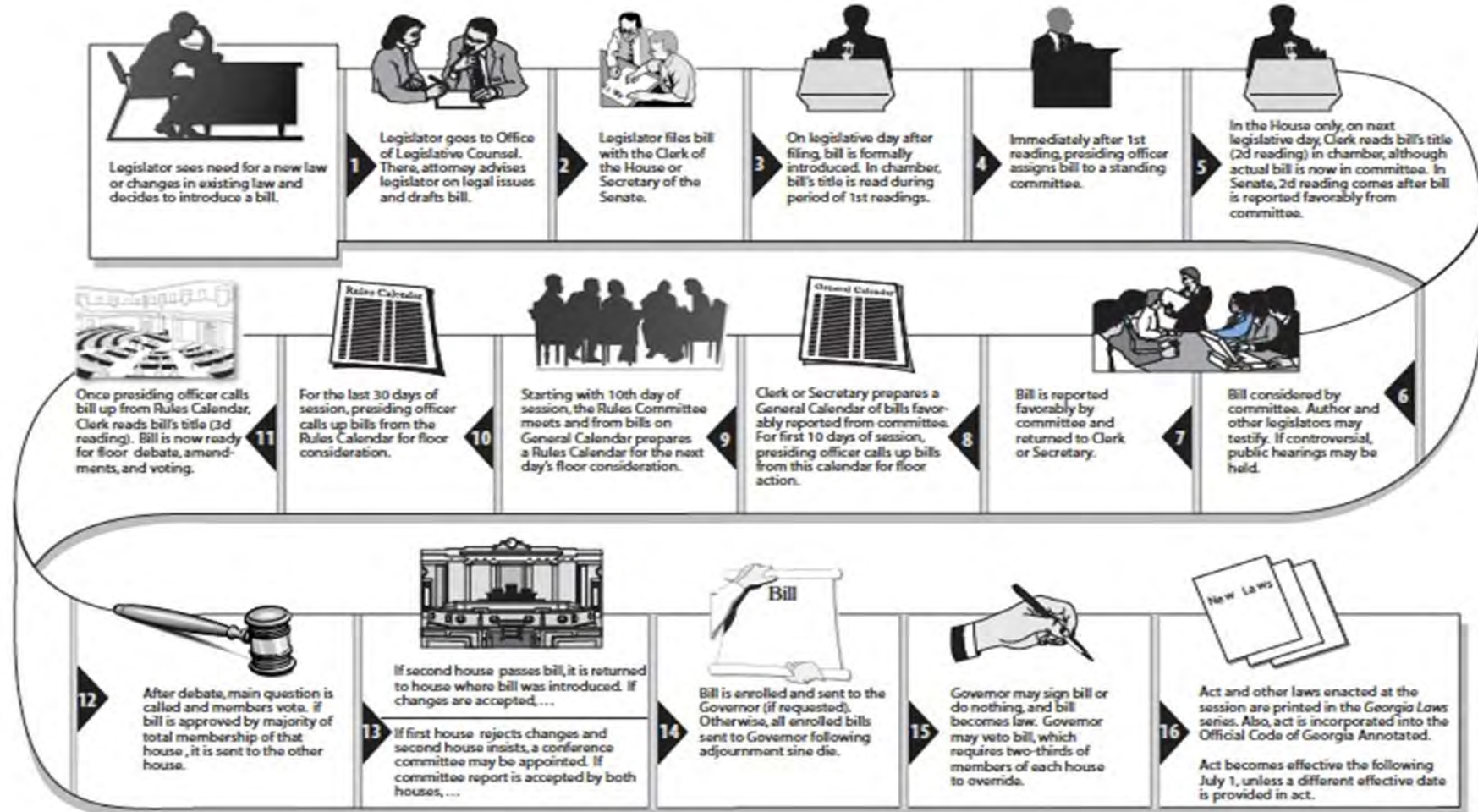
WHY

DOS AND DON'TS

HOW TO KEEP  
UPDATED

PERTINENT ISSUES

## How a Bill Is Passed in the Georgia Legislature



# DO: PREPARE

WHY

**DOS AND DON'TS**

HOW TO KEEP  
UPDATED

PERTINENT ISSUES

- 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

## WHY

## DOS AND DON'TS

## HOW TO KEEP UPDATED

## PERTINENT ISSUES

- 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

WHY

**DOS AND DON'TS**

HOW TO KEEP  
UPDATED

PERTINENT ISSUES

- 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



# HOW TO KEEP UPDATED

WHY

DOS AND DON'TS

HOW TO KEEP  
UPDATED

PERTINENT ISSUES

## 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



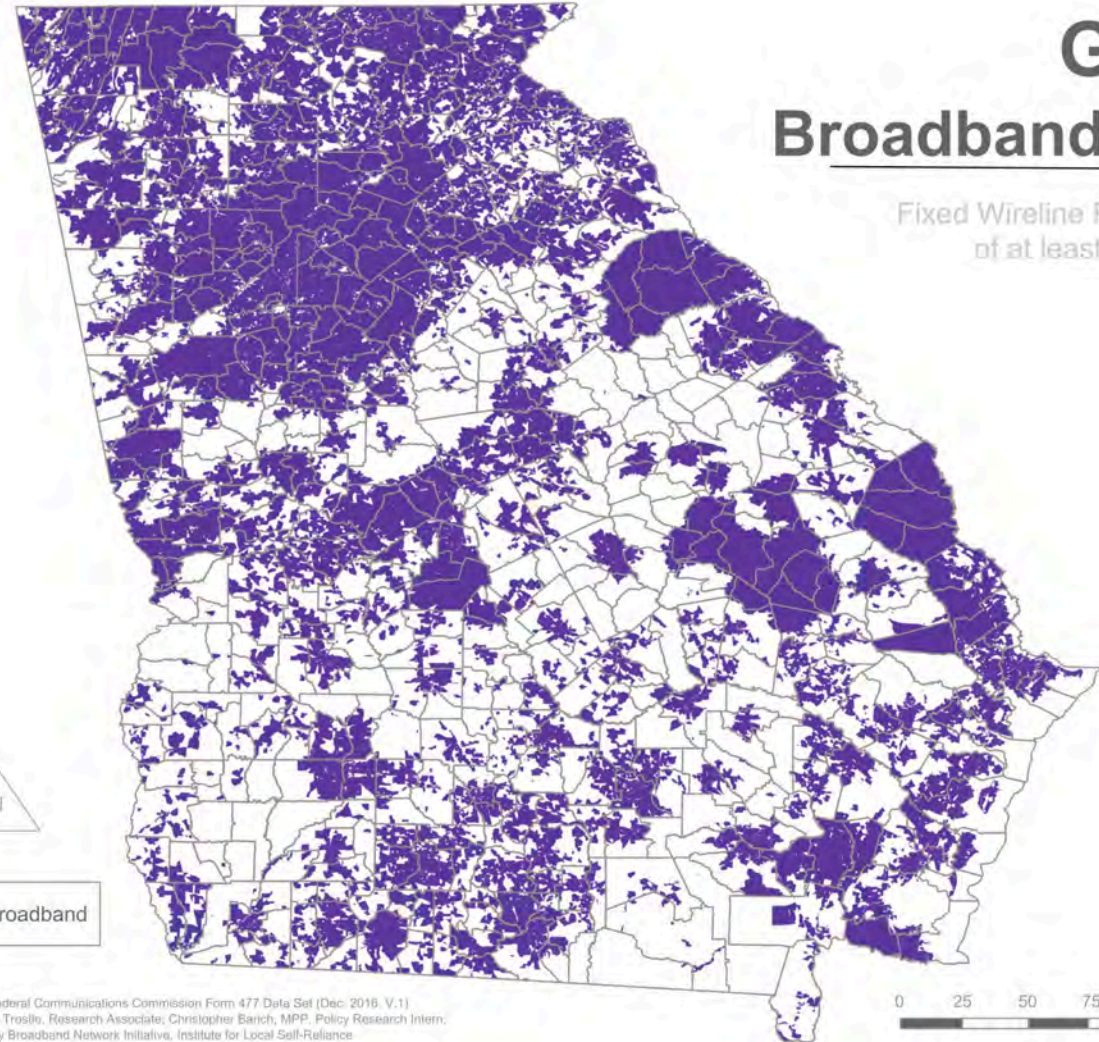
# RURAL BROADBAND ACCESS

WHY

DOS AND DON'TS

HOW TO KEEP  
UPDATED

PERTINENT ISSUES



## Georgia Broadband Access

Fixed Wireline Residential Service  
of at least 25 Mbps / 3 Mbps

Community  
NETWORKS

ILSR  
INSTITUTE FOR  
Local Self-Reliance

Source: Federal Communications Commission Form 477 Data Set (Dec. 2016, V.1)  
Design: H. Trosfle, Research Associate; Christopher Barich, MPP, Policy Research Intern;  
Community Broadband Network Initiative, Institute for Local Self-Reliance  
Version 1 April 23, 2018

0 25 50 75 100 Miles

# DOWNTOWN REVITALIZATION TAX CREDIT

WHY

DOS AND DON'TS

HOW TO KEEP  
UPDATED

PERTINENT ISSUES

