

THE POWER OF YOUR VOICE

ADVOCACY 101

THE MICHIGAN LEGISLATURE



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The Michigan Legislature

- ★ Paid Legislature
- ★ Full time – Meet T, W, Th throughout the year
- ★ House - 110 members - 2 year terms
- ★ Senate - 38 members - 4 year terms
 - Term limits

LEADERSHIP for 2021-2022

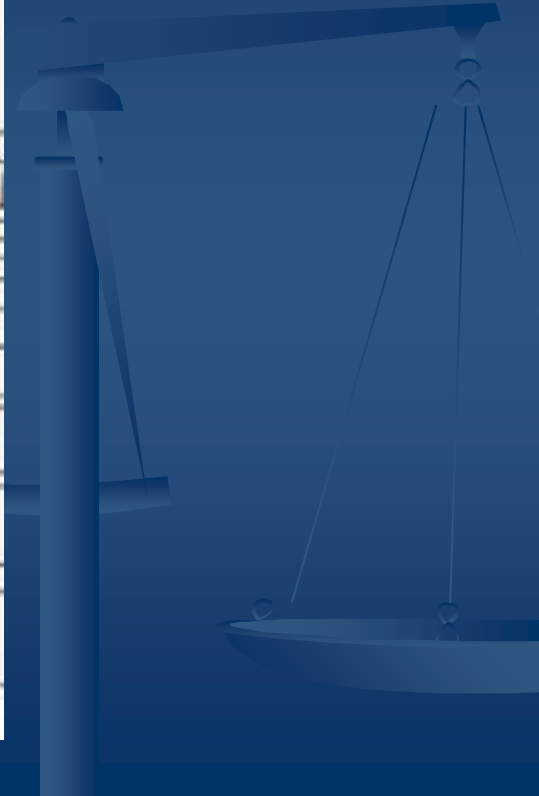
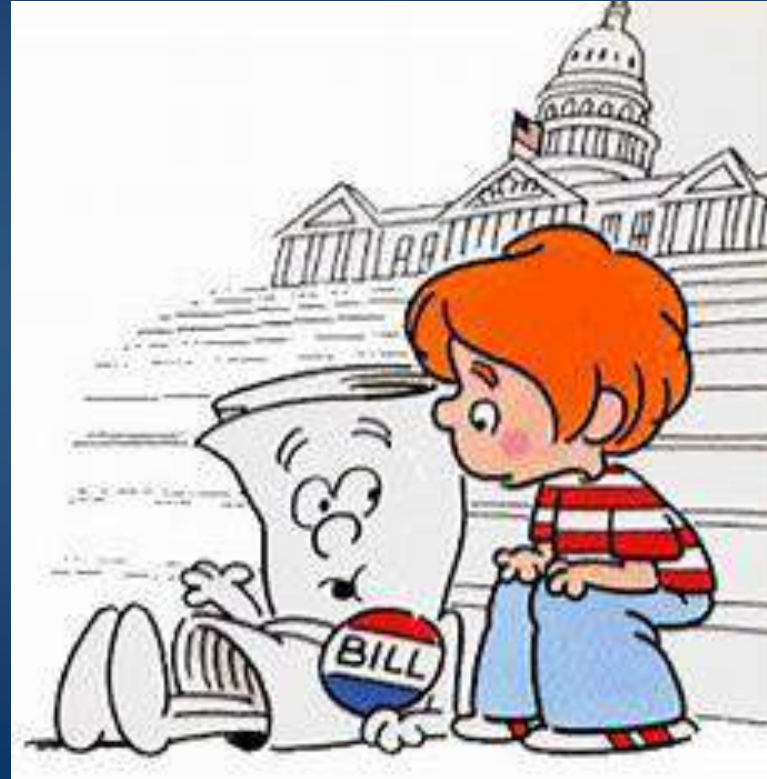
★ Senate

- Majority Leader (R) – Mike Shirkey
- Minority Leader (D) – Jim Ananich

★ House

- Speaker (R) – Jason Wentworth
- Majority Floor Leader (R) – Ben Frederick
- Minority Leader (D) – Donna Lasinski

How Does the Bill Process Work in Michigan?



Bill Process

- ★ Introduction and Committee Referral
- ★ Committee consideration and vote:
 - Report the bill with recommendation;
 - Report the bill with amendments but without recommendation;
 - Reject or take no action on the bill; or
 - Vote to not report the bill out of committee.

Committee Hearings

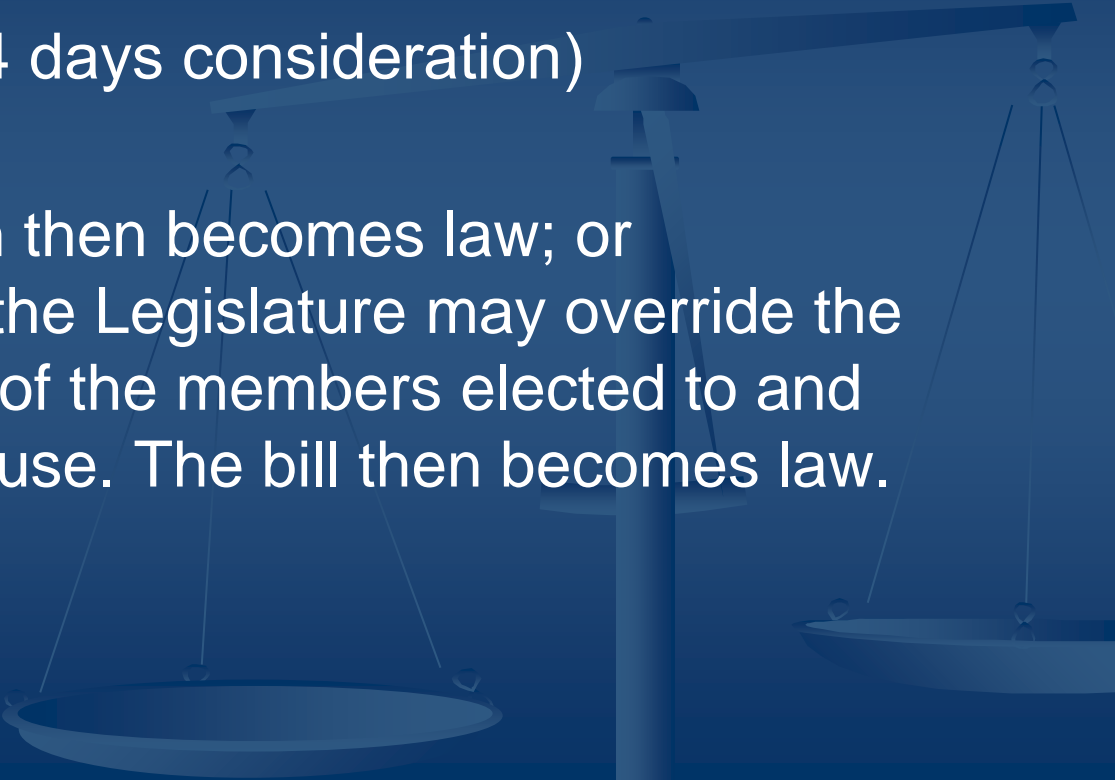
- ★ Cards may be submitted in support or opposition of a bill
- ★ Types of testimony
 - Prepared by formal witnesses
 - Comments from the audience
 - Written



Bill Process

- ★ General orders/2nd reading
- ★ 3rd reading & final vote
- ★ Sent to other chamber for a vote
- ★ Enrolling/Concurrence
 - Bill must be identical in both chambers

Bill Process: cont'd

- ★ Governor's action (14 days consideration)
 - ★ The Governor may:
 - Sign the bill, which then becomes law; or
 - Veto the bill; then the Legislature may override the veto by a $2/3$ vote of the members elected to and serving in each house. The bill then becomes law.
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Ways to Engage



- Social media
- Letters
- Op-ed
- Testimony
- Sign-on letters
- Phone calls
- Coffee hours
- Public hearings
- Participate in a press event
- Donations/Volunteer
- Action alerts/petitions
- Meet with your elected officials
- **VOTE**

Make a Strategic Plan

- ★ What is your legislative goal?
- ★ Who will be your legislative champion(s)?
- ★ Which committee will hear your bill?
- ★ How many votes do you have/do you need?
- ★ Should you do press conference, editorials?
- ★ Who are your allies and your opponents?
- ★ Will the governor sign your bill?

Meeting During Legislative Session

- ★ Try to set up your meeting with your legislator as early as possible.
 - Call scheduler to set up an appointment.
 - Make sure to let them know if you are a constituent
- ★ Don't be discouraged if you end up meeting with staff!
- ★ Pull Legislators off of the "Floor"
 - Outside of House and Senate Chambers, you may fill out a card asking the legislator to come out and talk to you during session.

Meeting With Legislators

Conducting your visit:

- ★ Show up on time and dressed appropriately.
- ★ Start on a positive note.
- ★ Make a brief presentation.
- ★ Know your agenda and stick to it.
- ★ Personalize and localize your issues.
- ★ Get the legislator to talk... but not too much!
- ★ Always include your specific request: "ASK"
- ★ Tell the truth.
- ★ End on a positive note.
- ★ Always follow up with a thank you.

Tips on Meeting Your Legislator



★ Preparation

- Target key legislators
- Do your homework – come prepared!

★ Provide the legislator with the facts!

- Include a name and phone number in case they want more information.

Tips on Meeting Your Legislator

★ Precision

- Get to the point right away and stick to the point!
- Never take anything for granted.
- Ask for their support!
- Clear objectives.



Tips on Meeting Your Legislator

★ Professionalism

- Introduce yourself and whom you represent.
- Be assertive.
- Don't be intimidated by them – they work for you!
- Don't take rejection personally.



Tips on Meeting Your Legislator

★ Politeness

- Be cordial - don't preach to them.
- Know when to back off.
- Be tolerant of different points of view.
- Never bad mouth a legislator. They could be your ally the next time around...

1. Introduction & “elevator pitch”

- Short, sweet, and to the point!
- Introduction
- Make a connection, capture their attention
- Describe the purpose of your meeting



2. State your position:

- What is your position on the issue?
- Is there data to backup your position?
 - Do your research, but avoid too many stats and/or medical terminology
 - Tailor your data to the individual
- Goal: Motivate the individual to perform desired action

BY THE NUMBERS

Here are the ozone scores for the 23 Michigan counties with federal-level air monitoring, with the estimated number of deaths and serious illnesses each year as well as days when residents missed work or school or limit their activities because of poor air quality.

	Ozone	Death	Illness	Days lost
Wayne	77	64	173	143,554
Oakland	76	41	106	97,185
Macomb	77	32	88	68,520
Kent	74	17	40	46,969
Genesee	74	16	37	30,027
Berrien	82	9	15	16,013
Muskegon	81	9	16	17,442
Ottawa	77	9	19	25,238
Washtenaw	75	9	25	28,848
Kalamazoo	75	8	18	19,899
St. Clair	75	6	17	11,212
Ingham	72	6	16	16,498
Allegan	86	5	9	10,259
Lenawee	75	4	8	8,027
Cass	78	3	4	4,859
Clinton	71	2	4	5,092
Mason	75	1	3	1,943
Benzie	74	1	1	1,105
Manistee	74	1	2	1,448
Huron	72	1	4	1,801
Schoolcraft	72	1	1	425
Missaukee	70	0	1	765
Chippewa	64	0	1	726

Source: American Thoracic Society

3. Tell YOUR story:

- Why does this issue matter to you?
- How does it impact you, your family, your students, clients, patients, etc.?
- Personalize the issue for them: “This is impacting the people of your district!”



4. Closing:

- ASK: You won't know if you never ask!
- Always thank the policy maker for their time and make yourself available for questions.
- Follow-up



TAKE NOTES!!! Note perspective on issue, any commitments or non-commitments- Make sure to write down any questions for follow up

Tips on Meeting Your Legislator

- ★ Perseverance
 - Follow-up! Provide information if requested and be punctual.
 - Cultivate relationships with the legislator's staff.



Legislator Education and Lobbying During a Pandemic

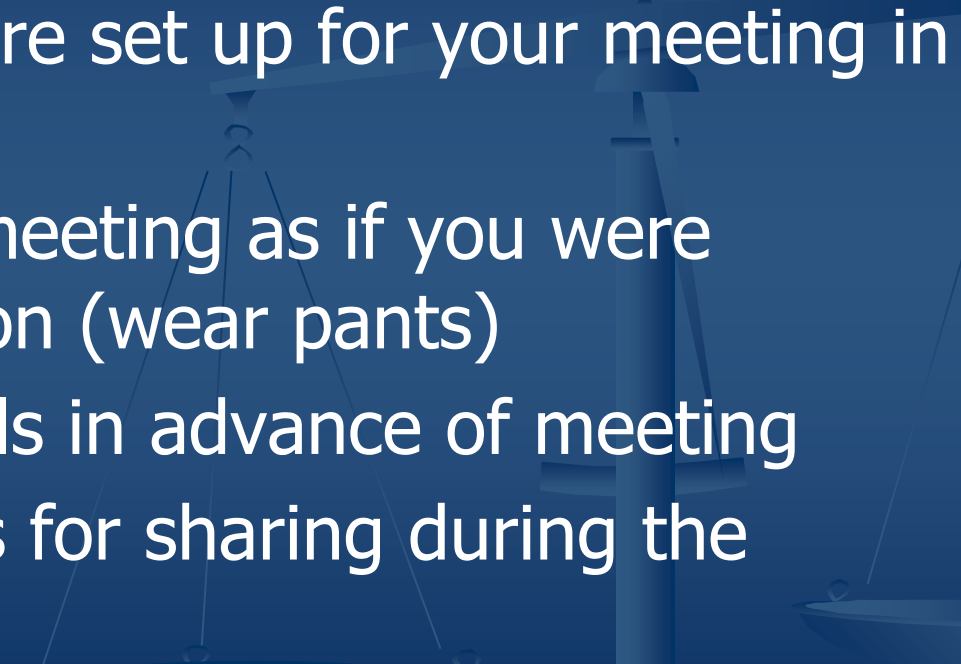
As most things moved online –
legislative meetings did too



Zoom Education/Lobbying

- Schedule meeting as far in advance as possible
- Try to schedule during a time when legislators are not likely to be in session
- Ask what online platform they prefer and familiarize yourself with it prior to meeting
 - Make sure any software/apps are on your computer, tablet, etc. – you don't want time taken away from your meeting due to technical issues

Zoom Education/Lobbying

- Ensure that you are set up for your meeting in a quiet place
 - Dress for online meeting as if you were attending in person (wear pants)
 - Send any materials in advance of meeting
 - Prepare 2-3 slides for sharing during the meeting
- 
- A faint, semi-transparent image of a balance scale is visible in the background of the slide. The scale is positioned on the right side, with its vertical pillar and horizontal beam extending across the upper right portion of the frame. The pans are visible at the bottom, and the entire image is rendered in a light blue color that blends with the dark blue background.

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NEVER DOUBT THAT A SMALL GROUP
OF THOUGHTFUL COMMITTED CITIZENS

**CAN CHANGE
THE WORLD;**

INDEED, IT IS THE ONLY THING THAT EVER HAS.

”

- *Margaret Mead (1901-1978)*