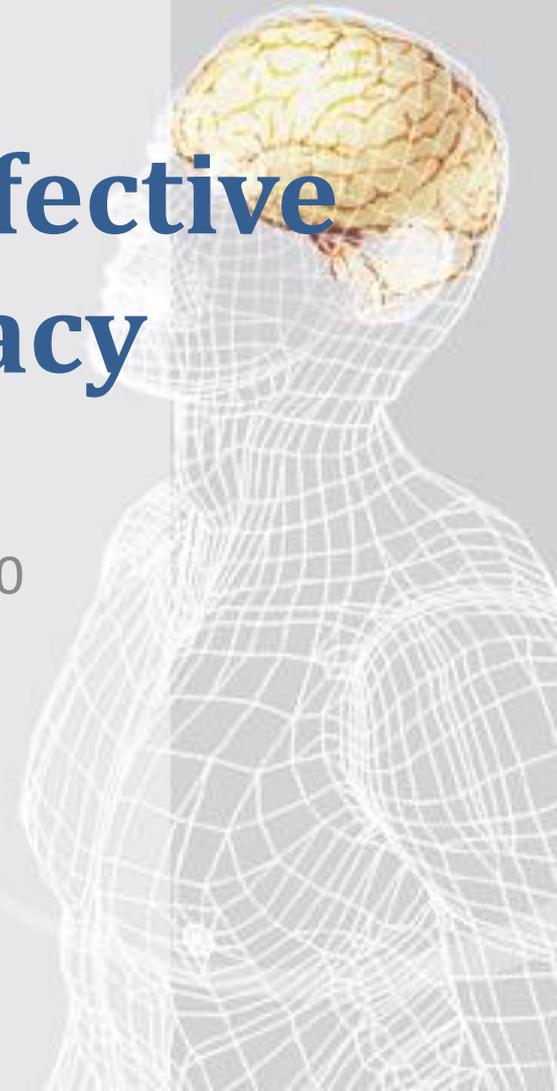


The 5 Essentials of Effective Legislative Advocacy

Brain Injury Alliance of Kentucky
7321 New LaGrange Road, Suite 100
Louisville, Kentucky 40222-4853
(502) 493-0609
www.biak.us



“All politics is local.”

**Thomas Phillip “Tip” O’Neill, Jr
Speaker, US House of Representatives
1977-1987**



Essential No. 1

Be a Registered Voter



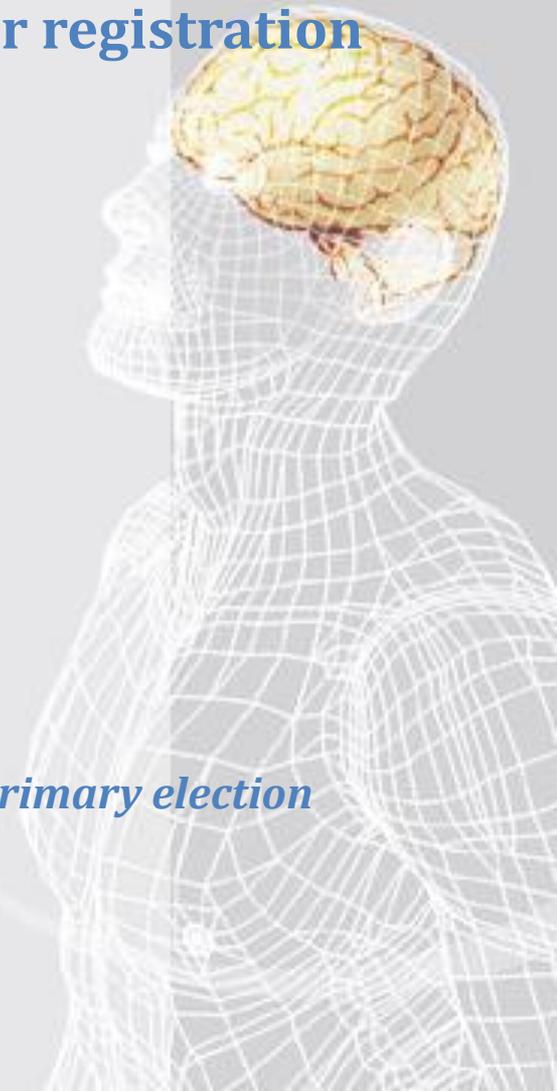
Voter Eligibility Standards

- **Must be a United States Citizen**
- **Must be a Kentucky Resident (it takes 28 days to establish residence in Kentucky)**
- **Must be at least 18 years old before the general election**
- **Must NOT be a convicted felon**
- **Must NOT have been judged mentally incompetent**
- **Must NOT claim to be able to vote outside Kentucky**



How to Register to Vote

- Contact your County Clerk and secure a voter registration card, or: visit www.elect.ky.gov
- Have the following information ready
 - Social Security Number
 - Date of Birth
 - Telephone Number
 - Address
- Choose a Party Affiliation.
 - Democrat
 - Republican
 - Other
 - *Please note, in Kentucky you can only vote in the primary election under the party you register under*



Essential No. 2

Vote at Every Opportunity



Essential 3: Know Your Representative



Your Elected Officials in Washington

- **President, Donald J. Trump**
- **Senators:**
 - Mitch McConnell
 - Rand Paul
- **U.S. Congressional Representatives**
 - District 1: Rep. James Comer
 - District 2: Brett Guthrie
 - District 3: John Yarmuth
 - District 4: Thomas Massie
 - District 5: Hal Rogers
 - District 6: Andy Barr



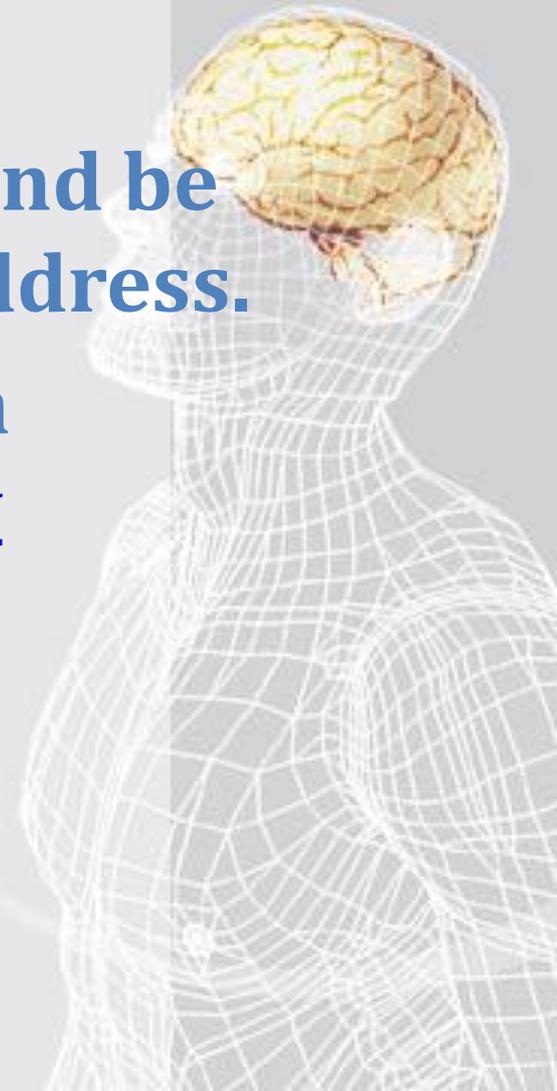
Your Elected Officials in Frankfort

- **Governor, Matthew G. Bevin**
- **Senator, Kentucky has 38 Senate Districts**
- **Representative, Kentucky has 100 House Districts**



How do I Know Who My Legislators are?

- Call your local County Clerk
- Call BIAK at 1.800.592.1117 and be prepared with your mailing address.
- Kentucky Legislative Research Commission at www.lrc.ky.gov



Some more things you need to know

- **Their contact information:**
 - Telephone Number
 - Mailing Address
 - E-mail Address
 - Web Site Address
- **Committees/Chairmanships**
 - In both Washington and in Frankfort, each elected Representative and Senator will serve on a standing committee. They may serve on that committee as the chairman you need to know this.



My Representatives in Washington

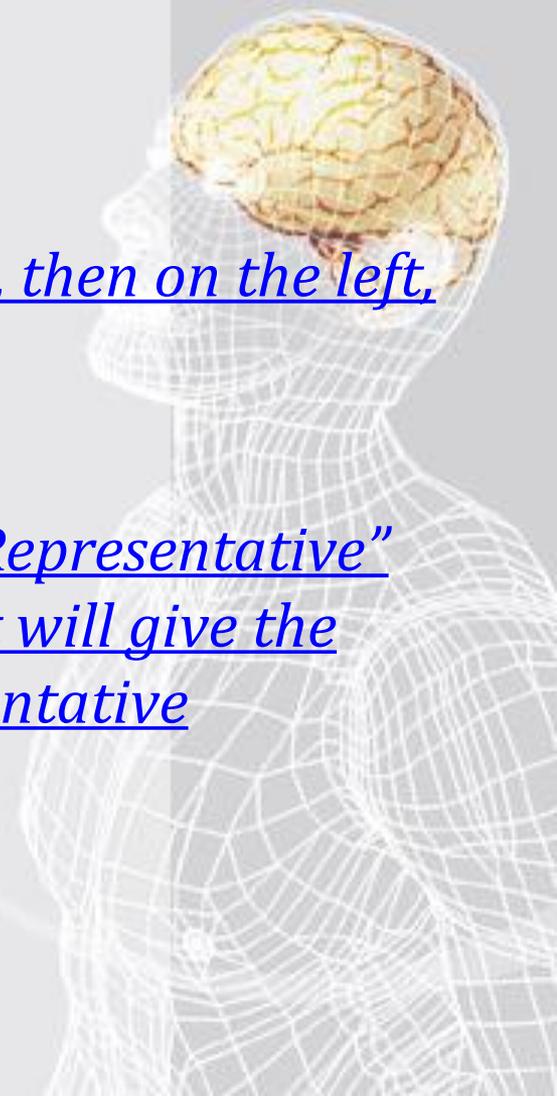
- In Washington

- Senators

- www.senate.gov click on Committees, then on the left, click on assignments

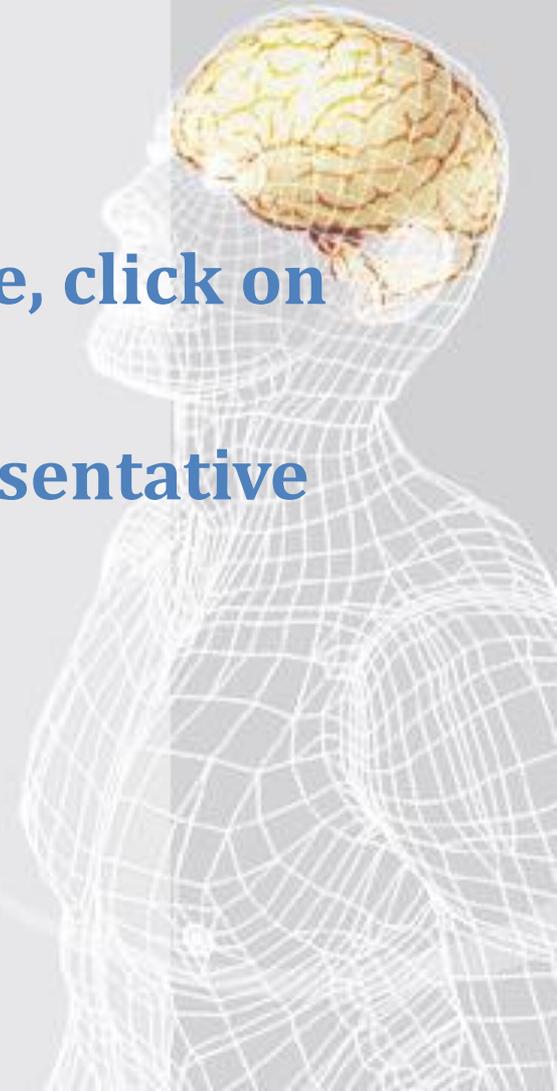
- Representative

- www.house.gov click on “Find Your Representative” then choose Kentucky from the map. It will give the committee assignment of each representative



My Representatives in Frankfort

- In Frankfort
 - Go to www.lrc.ky.gov
 - On the left side of the Home page, click on “Who’s My Legislator”
 - Click either for senator or representative and go to their page



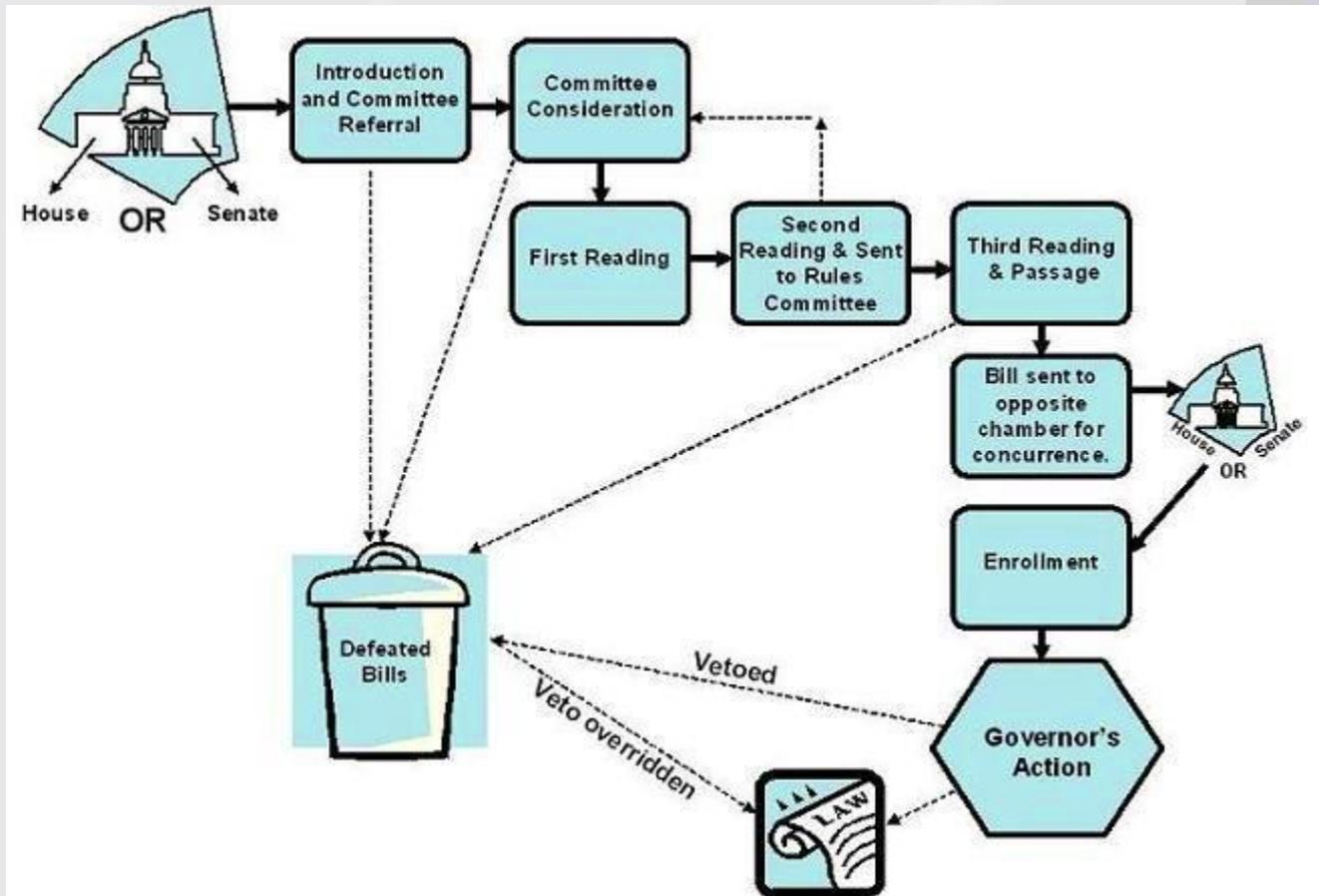
Why is this Important?

**A particular piece of legislation
may be referred to their committee
and they can help get the
legislation out of committee**



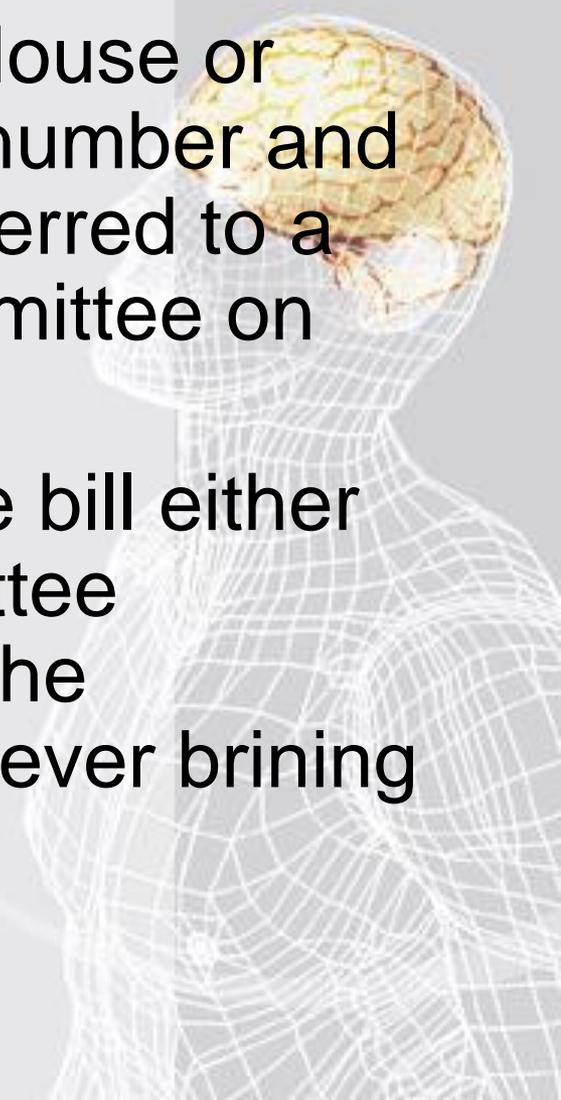
Essential 4: Understand the Process



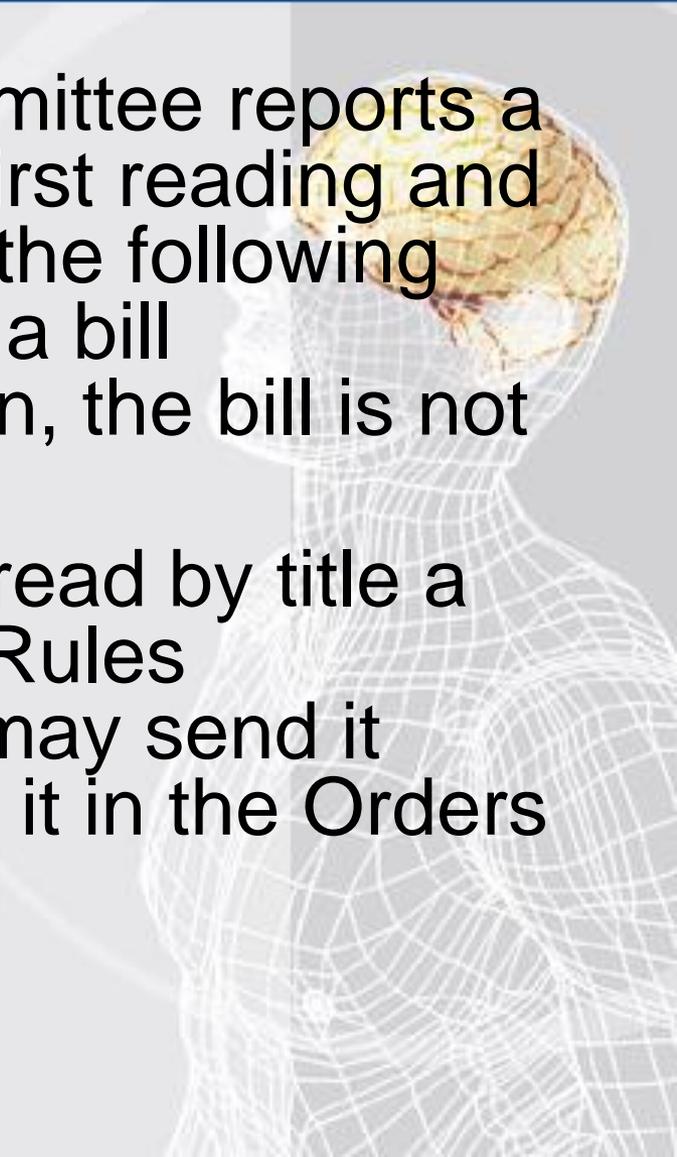


How a Bill Becomes Law

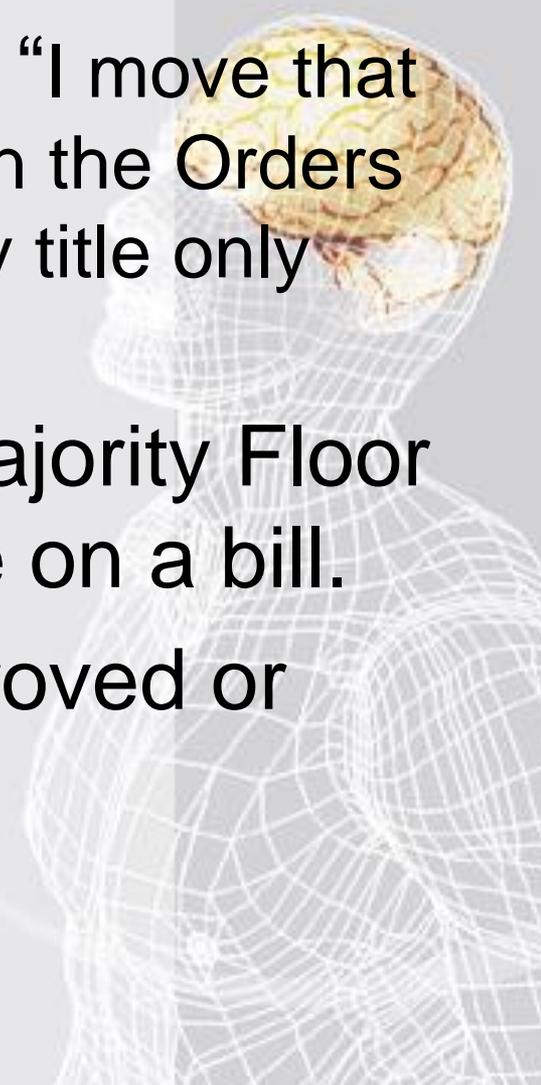
1. A bill may be introduced in the House or Senate. Each bill is assigned a number and is given a title. After that, it is referred to a standing committee by the Committee on Committees
2. The Committee will report on the bill either favorable, favorable with committee substitute or unfavorable. Also, the committee may “kill” the bill by never bringing it up for a committee vote.



How a Bill Becomes Law

- 3. First Reading:** When a committee reports a bill favorably, the bill has its first reading and is placed in the Calendar for the following day. If the committee reports a bill unfavorably or without opinion, the bill is not likely to go any further.
 - 4. Second Reading:** the bill is read by title a second time and sent to the Rules Committee. This committee may send it back to a committee or place it in the Orders of the Day for a specific day
- 

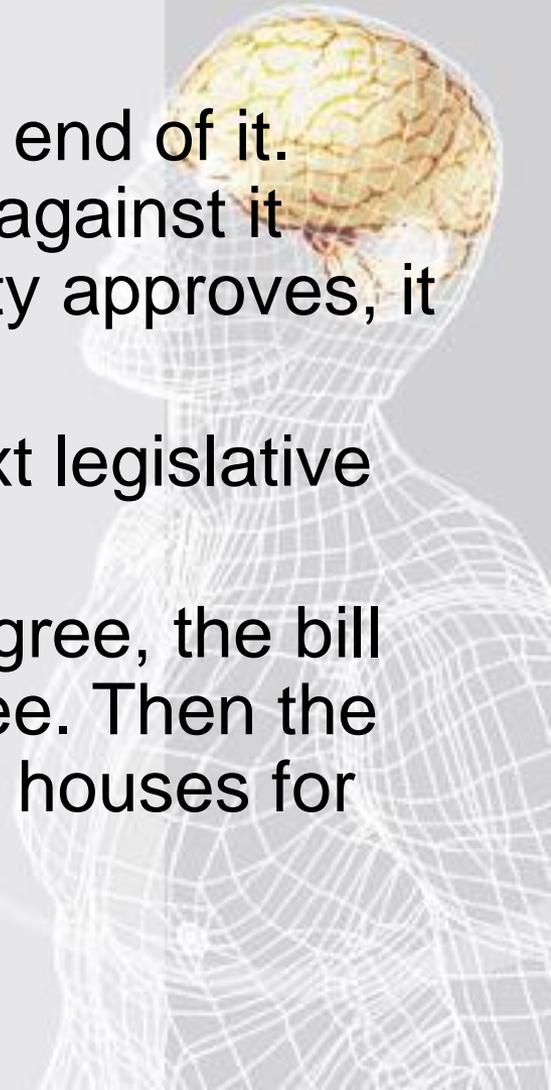
How a Bill Becomes Law

- 5. Third Reading and Passage:** “I move that _____ Bill # be taken from its place in the Orders of the Day, read for the third time by title only and placed upon its passage.”
- This motions is made by the Majority Floor Leader and begins floor debate on a bill.
 - The bill may be amended, approved or defeated.
- 

How a Bill Becomes Law

6. The Vote

- If a bill is defeated, that is usually the end of it. However, if two members who voted against it request reconsideration and a majority approves, it may gain new life.
- If a bill passes, it is sent on to the next legislative body where the process is repeated.
- If the House and Senate's bill don't agree, the bill is then sent to a conference committee. Then the compromised bill is sent back to both houses for approval.



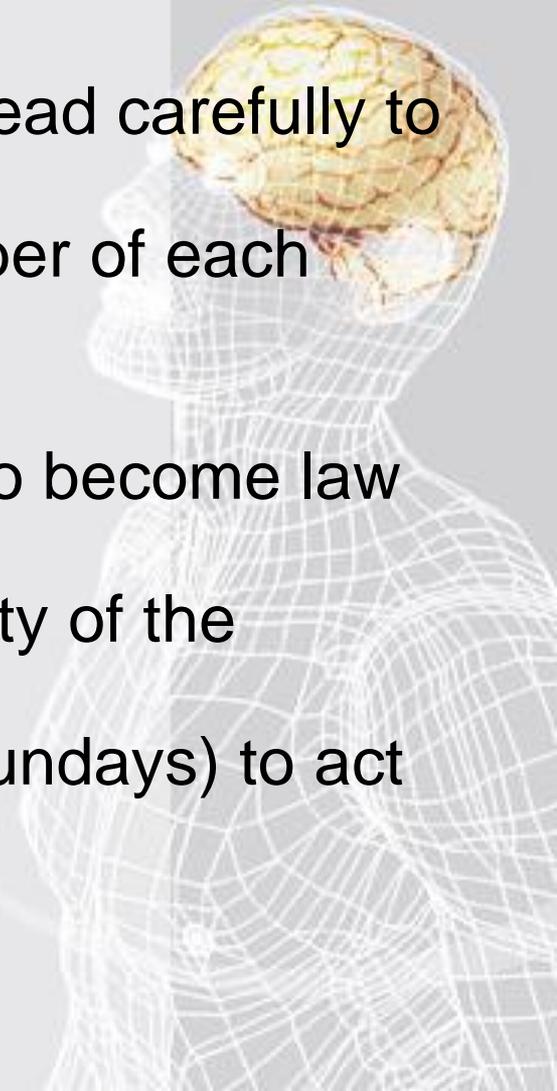
How a Bill Becomes Law

7. Enrollment

- After passage by both houses, a bill is read carefully to make sure the wording is correct.
- The bill is signed by the presiding member of each house and sent to the Governor.

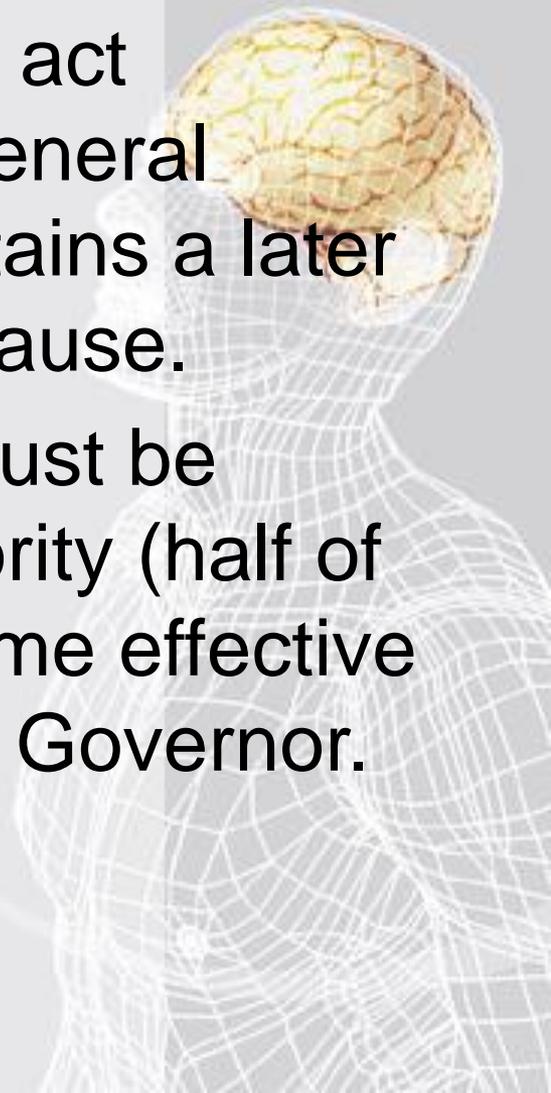
8. Governor's Action

- The Governor may sign a bill, permit it to become law with signing it, or veto it.
- The veto may be overridden by a majority of the members of the House and Senate.
- The governor has 10 days (excluding Sundays) to act on a bill after it has been received.



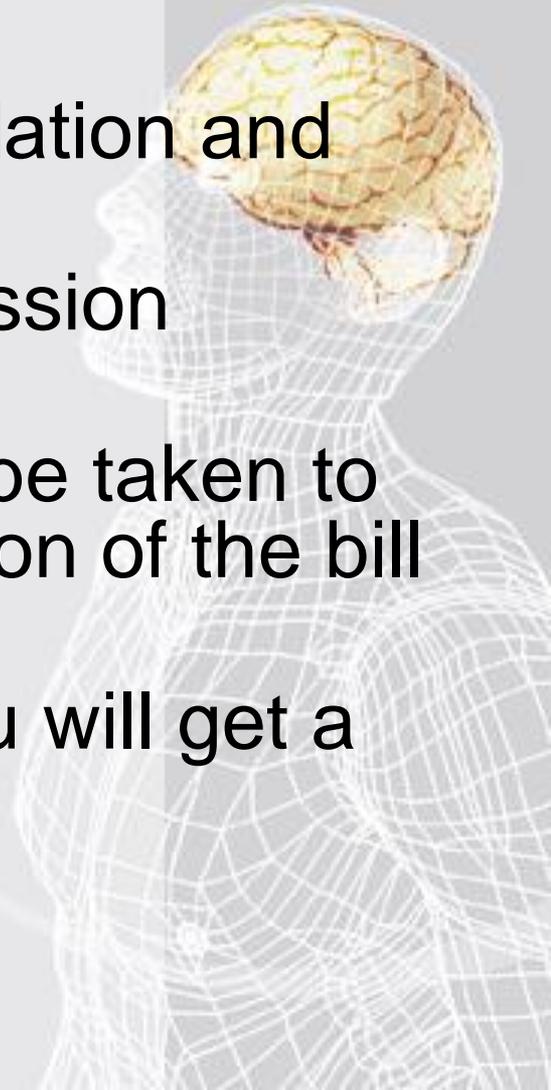
Becoming Law

- The Constitution specifies that an act becomes law 90 days after the General Assembly adjourns, unless it contains a later effective date or an emergency clause.
- Bills with an emergency clause must be approved by a constitutional majority (half of the members plus one) and become effective immediately upon approval of the Governor.



How to Follow a Bill

- Go to: <http://www.lrc.state.ky.us/>
- In the left margin, click on: “Legislation and Legislative Record”
- Click on the current legislative session (Prefiled Bills)
- Click on the number of the bill to be taken to a page that gives a brief description of the bill and its sponsor.
- By clicking on the bill number, you will get a link to the full wording of the bill.



Essential 5: Communicating Effectively with Your Legislator

The Do's and Don'ts
Writing Effective Letters
Calling and E-Mail



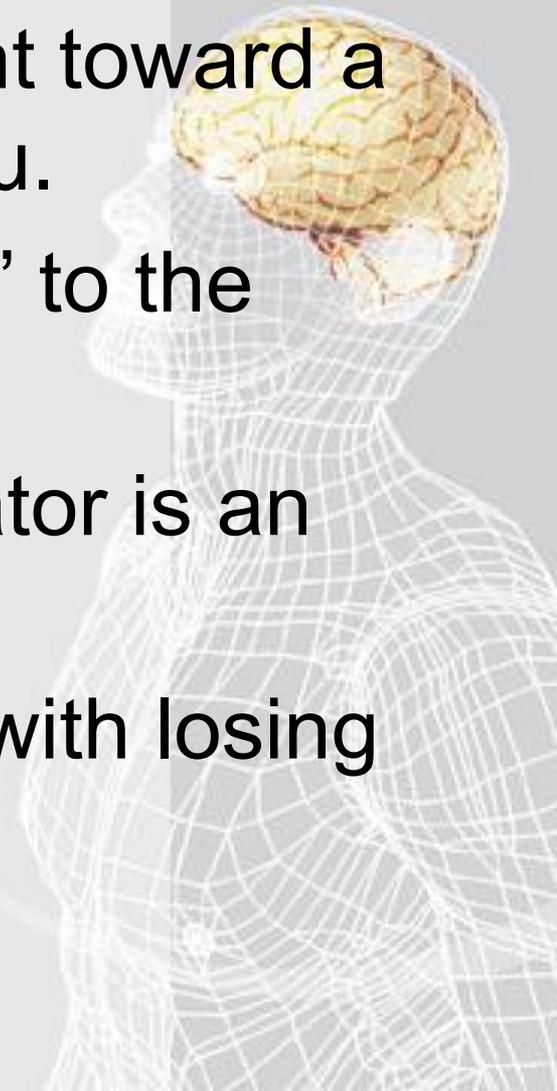
The Don'ts and Do's of Effective Advocacy

- Don't be pushy
- Don't be sarcastic, critical or threatening,
- Don't visit too long.
- Don't be misleading about the facts, the extent of the issue or the opposition to your position.
- Don't try to tell your legislator how to vote on a bill.



The Don'ts

- Don't show anger or resentment toward a legislator who votes against you.
- Don't forget to say, "Thank You" to the legislator, or policy-maker.
- Don't assume that every legislator is an expert on every issue.
- Don't ever threaten legislators with losing your vote.



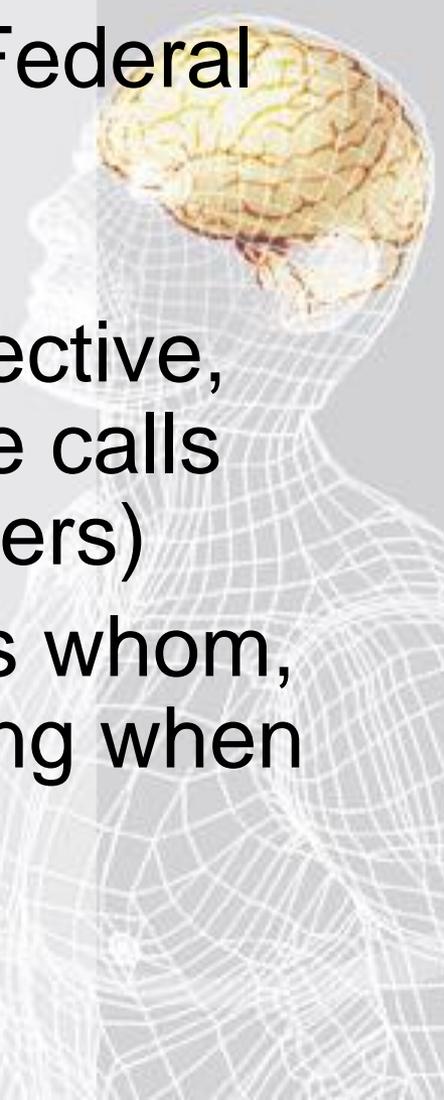
Don't

- Don't expect an on-the-spot commitment to your issue.
- Don't visit the same legislator more than once on the same issue unless you have something new or different to say.



Do

- Do: Get to know your State and Federal Representatives
- Do: Remember that personal communications are the most effective, i.e., in-person contacts, telephone calls and personal letters (not form letters)
- Do: Be sure your legislator knows whom, or what group you are representing when you contact them about an issue.



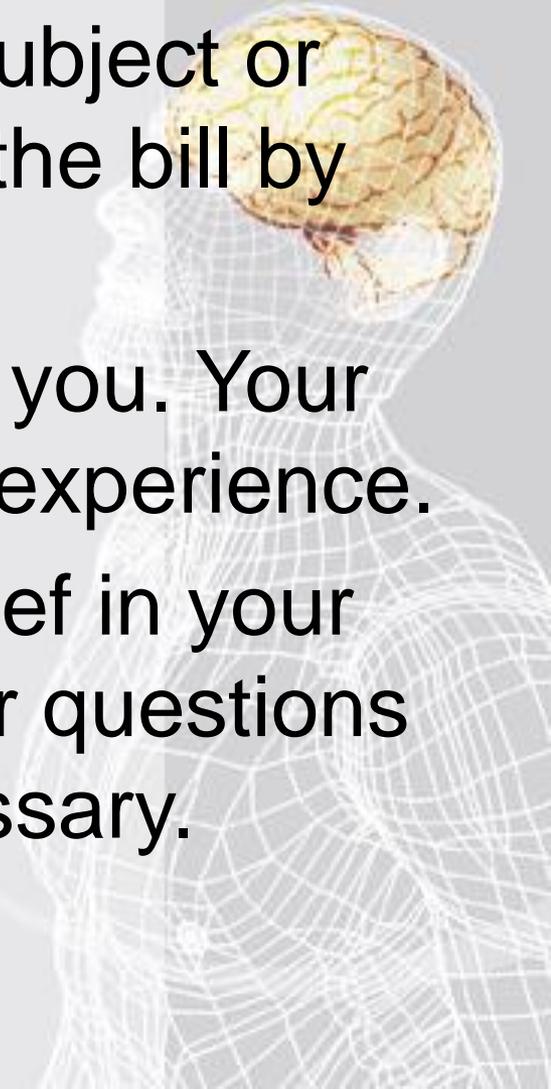
Do

- Be positive and friendly
- Be a good listener and hear out what the legislator has to say on the issue.
- Respect the legislator's right to disagree and to vote against your issue.
- Know how the bill process works: the committee system, the timetable, how bills come for a vote, etc. Let the legislator know you have done your homework!

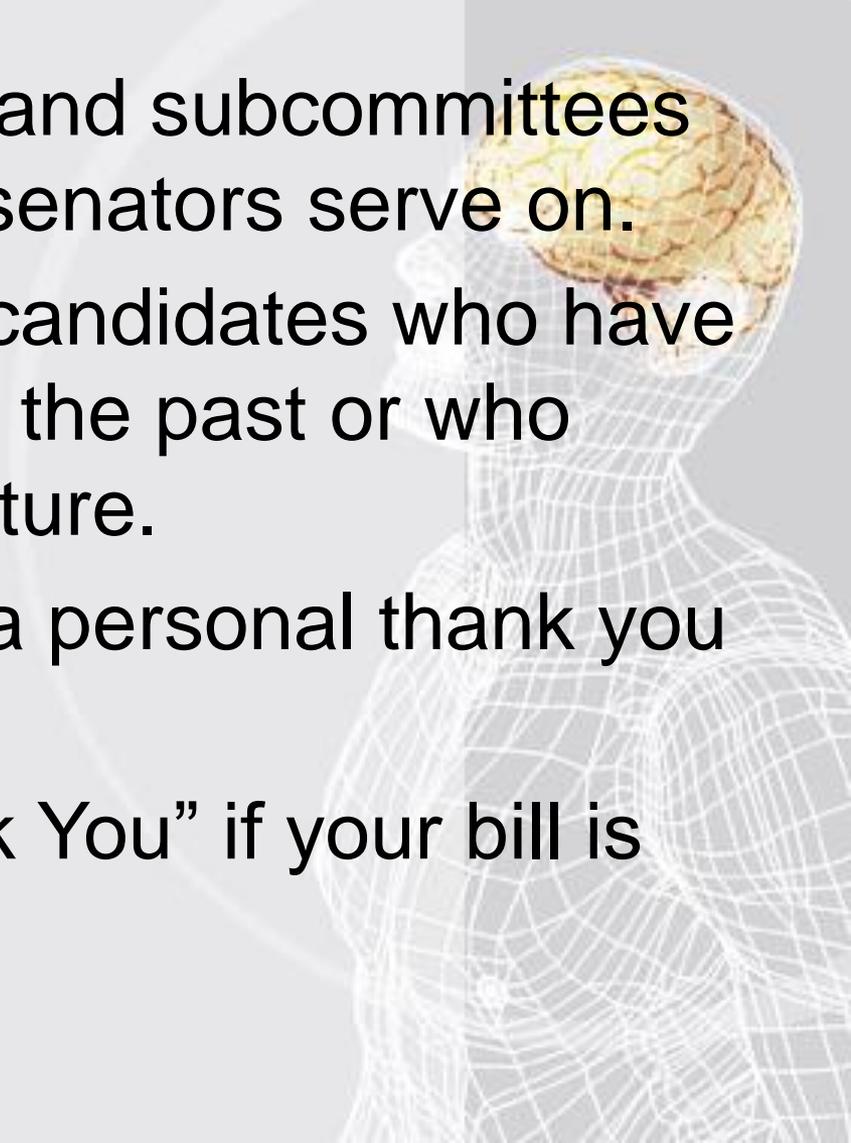


More Do's

- Give a brief description of the subject or bill that interests you – not just the bill by number.
- Explain how an issue concerns you. Your best evidence is your personal experience.
- Be polite, be specific and be brief in your communication. Offer to answer questions or get more information if necessary.

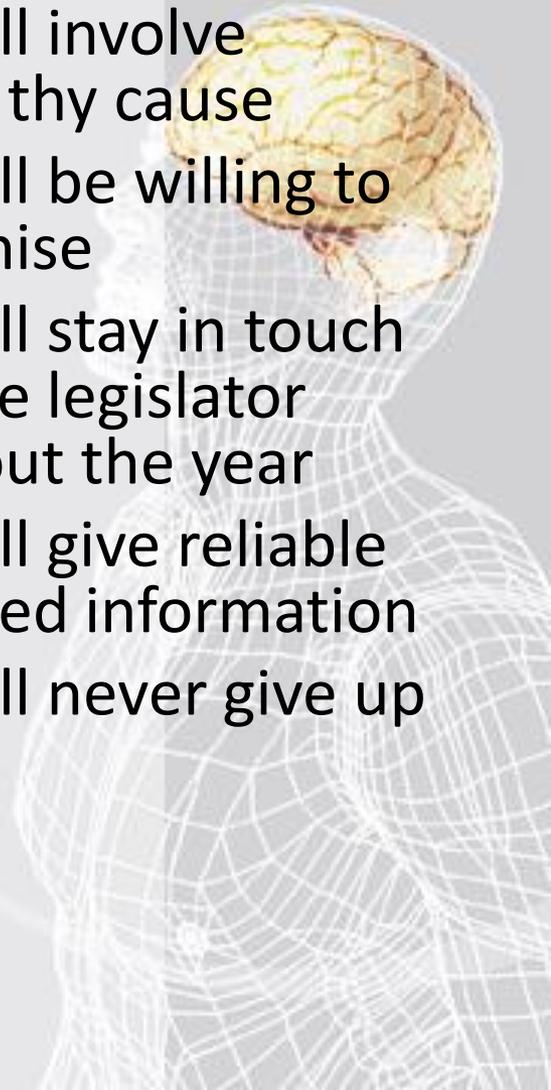


Do

- Know which committees and subcommittees your representative and senators serve on.
 - Follow up by supporting candidates who have worked for your issues in the past or who indicate who will in the future.
 - Follow up your visit with a personal thank you note for their time
 - Remember to say “Thank You” if your bill is passed
- 

Ten Commandments of Advocacy

- I. Thou Shall Register and Vote
- II. Thou shall know thine Representative, Senator, Governor and staff
- III. Thou shall know thy issue well
- IV. Thou shall be truthful to thy Legislator
- V. Thou shall build partnerships and coalitions
- VI. Thou shall involve others in thy cause
- VII. Thou shall be willing to compromise
- VIII. Thou shall stay in touch with thine legislator throughout the year
- IX. Thou shall give reliable and trusted information
- X. Thou shall never give up



The Eleventh Commandment

- THOU SHALL TREAT THE LEGISLATOR OR POLICY-MAKER AS THOU WOULD LIKE TO BE TREATED!



Writing Effective Letters

- Addressing the Letter Properly
House of Representatives

The Honorable John Doe
Kentucky House of Representatives
Capitol Annex
Frankfort, KY 40601

Or

The Honorable John Doe
Home Street Address
City, State, and Zip Code



Writing Effective Letters

Addressing the letter properly
Kentucky Senate

Senator Jane Doe
Capitol Annex
Frankfort, KY 40601

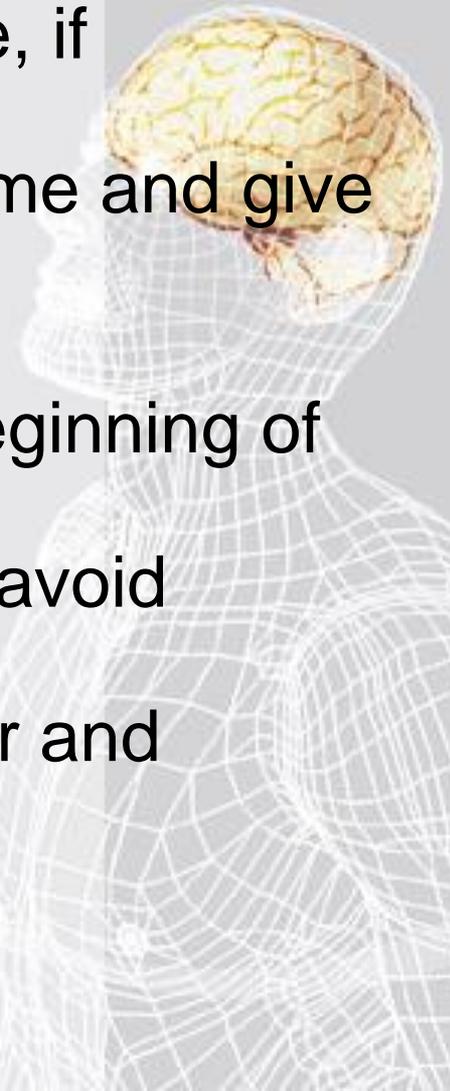
Or

Senator Jane Doe
Street Address
City, State, Zip Code



More Hints for Effective Letters

1. Keep the letter brief and just one page, if possible.
2. Type or write legibly and sign your name and give your address.
3. Cover only one issue per letter.
4. Identify your issue or opinion at the beginning of the letter.
5. Avoid abbreviations or acronyms and avoid technical jargon.
6. Use a personal letter over a from letter and address only one legislator per letter.



What to Include in the Letter

- I. Date
- II. Inside address
- III. Identification of yourself and your issue/opinion.
- IV. Explain briefly how the issue affects Kentuckians and give any recent facts
- V. Illustrate how the issue affects you/ your family
- VI. Ask for your legislator's support and promise to follow up for their opinion
- VII. Sign the letter and include your complete address and telephone number



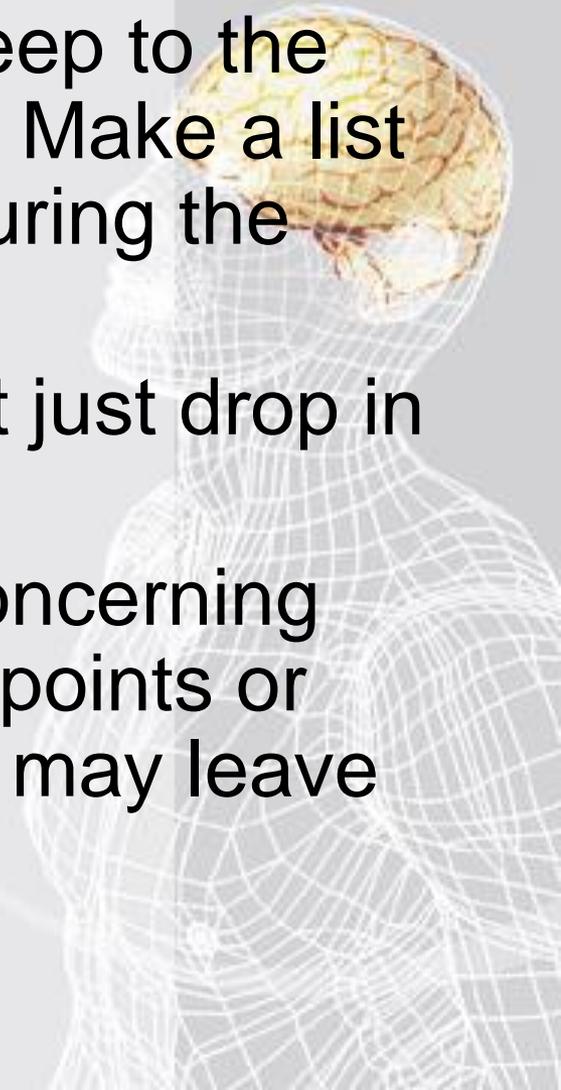
To Call Your Legislator

- Legislative Message Line 1-800-372-7181
- TTY Message Line 1-800-896-0305
- En Espanol 1-877-287-3134
- Bill Status Line 1-877-257-5541



Making Effective Calls and Visits

- Plan your call or visit carefully. Keep to the point and discuss only one issue. Make a list of the points you want to cover during the visit to phone call.
- **MAKE AN APPOINTMENT!** Don't just drop in and keep the visit brief.
- Prepare a one-page fact sheet concerning your issue. Legislators like bullet points or numbered lists. If necessary, you may leave the fact sheet with the secretary.



Effective Calls or Visits

- DO NOT get angry or be abusive in any way! The legislator does want to know how issues affect you personally; but they don't like being exploited or abused.
- Be brief, to the point and polite.



Should Your Legislator Ask a Question

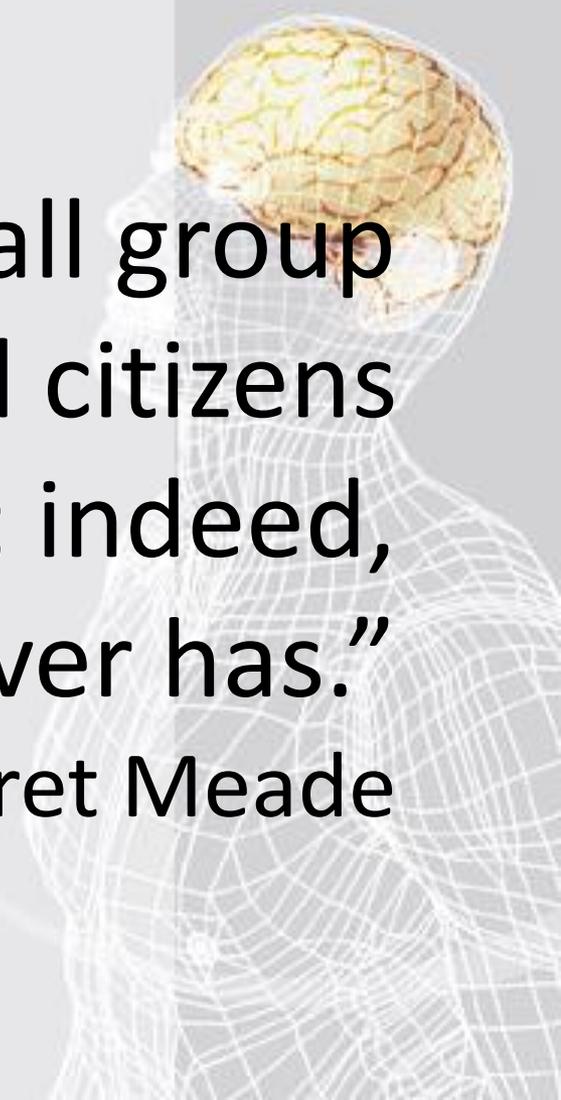
- **If your legislator calls, or follows up with additional questions; please refer them to BIAK at 1-800-592-1117.**



How to Work with BIAK' Legislative Efforts

- Sign up for BIAK' "Across the Commonwealth" e-mail list – it's free
- During the meeting of the Kentucky General Assembly, look for Advocacy Alerts in your e-mail
- Call or write your legislator to support good legislation or oppose bad legislation
- Thank your legislator for their vote, even if they did not vote our way





“Never doubt that a small group
of thoughtful, committed citizens
can change the world; indeed,
it’s the only thing that ever has.”

Margaret Meade

The End of the Training, The Beginning of Change!

BIAK

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Louisville, KY 40222-4853

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