Advocacy Amid Uncertainty
Tactics for Year-Round Engagement

asae 100 Years of Association Leadership
#asae100
What can we do?

When can/should we do it?
Next 4 Months - June, July, Aug & Sept
From now until the elections

• Conduct mid-year analysis

• Report successes, share needs

• Create scorecards, voter education & candidate surveys

• GOTV drives
Next 4 Months - June, July, Aug & Sept
From now until the elections

- Gather input on fundraising via PAC board
- Establish giving format & process
- Send initial message – soft appeal – amid COVID-19
- Encourage peer-to-peer fundraising
Next 4 Months - June, July, Aug & Sept

From now until the elections

• Final pre-election advocacy push

• Collect stories, esp via video

• Go virtual beyond email – meetings, site visits, informal “coffees” & social media

• Follow ASAE’s lead – virtual advocacy week

• Train & provide tips/toolkits on virtual & social media engagement
Final 2020 Push - Oct, Nov & Dec

Election-related & post-election activities; prepping for 2021

- Early & absentee voting assistance
- Turn out the vote
- WINNERS news
- Assess newly elected
- Issue promotion & planning
- Engagement review & modifications
Final 2020 Push - Oct, Nov & Dec
Election-related & post-election activities; prepping for 2021

- Special session – last chance on 2020 issues
- Review pre-filed bills (states)
- ID states, bills, committees of importance
- Strategize plan for getting to know new EOs
- Identify new candidates for PAC
- Plan Q1 of 2021
Final 2020 Push - Oct, Nov & Dec

Election-related & post-election activities; prepping for 2021

- Conduct list hygiene
- Refresh yourself on your technology (or learn something new)
- Assess advocate footprint (ID & recruit advocates for gaps)
- Train new advocates
- Coach existing advocates on advanced tactics (expect virtual components to continue)
Q1 2021 - Jan, Feb & Mar
Kickoff to new legislative sessions

- Welcome new & returning EOs
- Educate advocates & allies of priorities
- Review committee assignments & determine grassroots/grasstops assets
Q1 2021 - Jan, Feb & Mar

Kickoff to new legislative sessions

• Launch advocacy campaigns
• Post bills/positions on your website
• Conduct Capitol Visit Day
• Expect use of virtual components
• State associations assess & adjust strategies
Q2 2021 - Apr, May & Jun

Leverage diverse advocacy tactics

• Poll advocates to capture relationships w/EOs
• Encourage in-state/in-district meetings w/EOs
• Arrange EO site visits
Q2 2021 - Apr, May & Jun

Leverage diverse advocacy tactics

- Coordinate LTE campaign
- Encourage social media interactions with EOs
- Continue grassroots & grasstops campaigns
- Engage with EOs during various in-district events
Thank You!

Questions or Assistance
publicpolicy@asaecenter.org

Schedule & Registration
https://www.thepowerofa.org/american-associations-week-2020/

Downloadable Resources
https://www.thepowerofa.org/american-associations-week-2020-assets/