

## E-Advocacy News Letter Winter 2017

As you may appreciate from the number of email appeals and facebook posts you see every day, we are entering a new world of advocacy. There are new groups forming daily, they are high energy and have access to lots of young people, incredible marketing strategies, effective technology and a facility with the world of social media. LWV has years of experience in grassroots organizing and a highly valued reputation for our dedication to developing nonpartisan positions on a variety of issues. Many of these new groups are reaching out to partner with the League. With each request, we evaluate the group to see if their work is nonpartisan and whether their agenda aligns with traditional League work and our positions.

Over the years, we have developed partnerships with a number of advocacy organizations and agencies to build more effective advocacy coalitions. Our Public Issues Team Specialists rely on coalition partners for in depth analysis of upcoming legislation and advocacy campaigns. In this new era of grassroots advocacy, we must develop partnerships with the new organizations to remain relevant. With a limited staff, volunteer Specialists, and barebones web and social media presence, we can let them do the “heavy lifting” while providing our members with strategic advocacy opportunities and adding our experience and nonpartisan views to the mix.S

NPVCT (National Popular Vote CT) is one of these new organizations. Since we have a position supporting the NPV Compact, we will be working with NPVCT to promote passage in the CT legislature. (For the history of NPV and the League go to - [http://lwwct.org/files/national\\_popular\\_vote.pdf](http://lwwct.org/files/national_popular_vote.pdf). Local leagues will be working with NPVCT to present traditional educational forums on the Electoral College, alternatives to the Electoral College and NPV Compact. We will also be forwarding NPVCT call to action notices to interested members and posting them on our facebook page.

Advocacy and the LWVCT Website – we are posting advocacy initiatives on the **Home Page** and **Take Action** page that may be of interest to members, with links to informative articles and websites. Based on their own study of the issue, members may decide to advocate on some of those issues. The Take Action page also highlights Electoral College/NPV information including a list of resources and speakers.

### Links to Informative Sites on the CT legislature and issues in CT

<http://www.jblei.com> – The homepage of the Blei Government Relations (our lobbyist) provides interesting articles on current issues in the legislature.

<http://www.ctmirror.org> - covers **Connecticut** government, politics and public policy. It is nonprofit, nonpartisan.

<http://www.ctnewsjunkie.com> - features original reporting on state politics, public policy, the courts, and also a healthy focus on our struggling health care system.

**Legislation Tracker** - <http://trendct.org/2017/01/25/tool-update-browse-2017-state-legislature-bills-by-subject/>

### The latest guide to effective advocacy campaigns:

<https://www.indivisibleguide.com/> - This guide was developed to help grassroots organizations understand and replicate the effective strategies developed by the Tea Party to promote their agenda.

**2017 Legislative Session** – On January 4, the LWVCT Public Issues Team moved into action. Monitoring bills and contacting committee members to express our support or opposition to bills early in the legislative process.

LWVCT Public Issues team has been working with our lobbyist, Judy Blei, and her staff to activate the best advocacy strategies to effectively influence the outcome of legislation. While public testimony is still an important tool, effective advocacy must begin much earlier in the legislative process with **constituent calls** to committee chairs and committee members when legislation is first proposed.

**Constituent calls**, are particularly important as legislation moves out of committee and individual key legislators are identified to support or oppose upcoming bills.

If you would be willing to make targeted **Constituent Calls** please sign up as a **10 Minute Activist** on our website. When our PI Team Specialists or coalition partners identify a need for constituent calls, you will be notified and given talking points for your call.

**Sign up to be a 10 Minute Activist** – <http://lwvct.org/TakeAction.html> LWVCT maintains a list of 10 Minute Activists, members who have identified issues of interest to them and a willingness to receive notifications of advocacy efforts and act.

**Become a Public Issues Team Specialist** – If you have a special area of expertise or interest in an issue in one of our advocacy positions, please consider becoming a Specialist. Specialists follow the issue and legislation as it passes through the legislature and notify the 10 Minute Activists when action is required.

Currently we need Specialists to represent these Positions: Ethics, Energy, and Housing. Contact Jane Eyes [janeeyes@aol.com](mailto:janeeyes@aol.com), if you are interested.