

Effective Tools for Advocacy

Bailey Perkins, Outreach and Legislative Director

Oklahoma Policy Institute

Wednesday, August 22nd – 3:30 p.m.

OCAH Affordable Housing Conference

Plan.Build.House.



Presenting Sponsor



WHO WE ARE



A non-partisan, independent, and 501(c)(3) status, policy think-tank that launched in early 2008

Promote adequate, fair, and fiscally responsible funding of public services and expanded opportunity for all Oklahomans by providing timely and credible information, analysis, and ideas

Funded by grants from national and local foundations, individuals, organizations, and businesses. (So, we are NOT funded with tax dollars)

Provide staffing & administrative support for Together Oklahoma (a grassroots, tax & budget coalition)

OK Policy = Information & Ideas

Together OK = Involvement



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WHO I AM



A native of Lawton, **Bailey Perkins** is the **Outreach and Legislative Director** for the Oklahoma Policy Institute. As Outreach & Legislative Director, she represents OK Policy at the State Capitol during the legislative session and works with advocacy groups and coalitions in the Oklahoma City area to help advance OK Policy's agenda for broad-based prosperity. Prior to OK Policy, Bailey spent two years as a state policy fellow through the Center on Budget and Policy Priorities. Through Arkansas Advocates for Children and Families, she researched, analyzed and advocated for education and fiscal policies that benefit low to moderate income families.

Bailey earned a bachelor's degree in political science and history as a Clara Luper Full Tuition Scholar from Oklahoma City University, and a Master of Public Administration degree from the University of Oklahoma. She is a founding Co-Director of New Leaders Council Oklahoma, serves on the board of directors for the Oklahoma Women's Coalition, and is a member of YNPN of Oklahoma City. Bailey is also the connections (or civic engagement) chair for the Sigma Sigma Omega Chapter of Alpha Kappa Alpha Sorority, Inc., and a Class XIII member of Leadership Oklahoma City's LOYAL (Linking Oklahoma's Young Adult Leaders) program.



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WHY I CARE?



ADVOCACY REQUIRES

Knowing the Players
Knowing the Process
Knowing the Issues
Knowing the Plan



KNOWING THE PLAYERS

“Powermapping” & knowing what matters most to decision makers

Statewide and legislative leaders

Governor’s cabinet

Republican and Democratic Leadership

Committee Chairs

Issue Supporters – assessing what they bring to the table

Issue Opponents – assessing what they bring to the table

Influencers of Statewide and legislative leaders

Source to identify leaders: [OK Policy Legislative Primer](#)



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KNOWING THE PROCESS

LEVEL 1 – Bill Introduction

LEVEL 2 – Committee Hearings

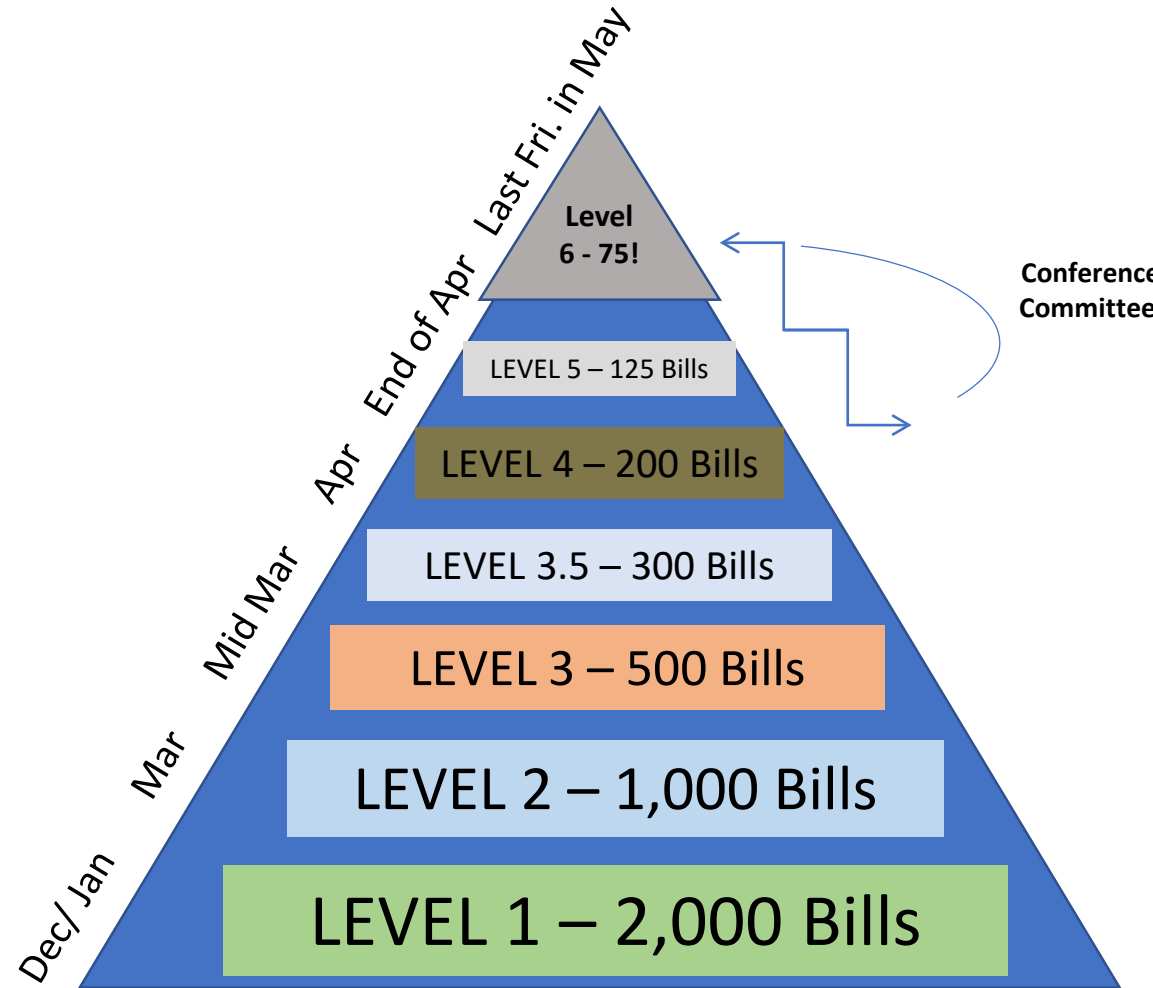
LEVEL 3 – General Order

LEVEL 3.5 – Third Reading

LEVEL 4 – Committee Hearings
of Opposite Chamber

LEVEL 5 – General Order of
Opposite Chamber

LEVEL 6 - Governor's Desk



* The numbers above are not exact and are solely used for illustrative purposes.

KNOWING THE ISSUES

Accurate, digestible and effective messages that connect to a shared value

“Elevator Speech”

Leaving literature is necessary

Short (no more than 2 pages)

Easy to read (bullet points)

Clear ask, sourcing and contact info

It’s okay to not know and return with info

KNOWING THE PLAN

How will you get the attention of a decision maker to move or stop an issue?

In Office Visits

Writing – Email or Traditional Letters

Phone Calls

“Pull off of the Floor”

Social Media

Start Early & Articulate the Goal/Ask

Use the Right Mediums, the Right Tone, and the Right Voices

Build a Timeline and Assess Resources Needed to Move the Issue

Set Engagement Goals

Document and Evaluate Progress – Know What “Success” Means



CAPITOL TIPS

Get Familiar with the Capitol Building & Parking

Build Relationship with Decision Makers, Partners, and other Advocates Prior to Making an Ask

Respect Legislative / Executive Assistants

Prepare Your Elevator Speech

Send Follow Up / Thank You Note or Email

“No Permanent Friends, No Permanent Enemies”

Follow Reporters, Trusted Advocacy Groups, and Hashtags Like #okleg & #oklaed



HELPFUL RESOURCES

- The Online Budget Guide, CountySTATS Data App, Bill Tracker, the OK Policy Blog, and more at www.okpolicy.org
- Together Oklahoma: www.togetherok.org
 - Advocacy tips & how to talk to your legislators
- Oklahoma Legislature Home Page: www.oklegislature.gov
 - Link to House and Senate Homepages
 - Check Legislation – status, wording, intent, etc
 - Search OK Statutes and Constitution
- State Homepage: www.ok.gov
- OAEC Oklahoma Legislature Mobile App: www.oaec.coop/legislative_center/?page=legislativepromo or search for “OAEC 56” in your mobile app store



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Oklahoma Policy Institute

Oklahoma Affordable Housing Coalition

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