Empowering Your Organization Through Advocacy

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Vice President for Policy & Government Relations
Hispanic Federation
Overview

- The Players
  - The Roles of the 3 Branches of Government
  - Federal Players
  - State & Local Players (NY, CT & FL)

- The Process
  - Budget Cycle
  - How a Bill Becomes a Law

- Why Advocacy?

- What Constitutes Advocacy?

- Successful Advocacy Campaigns

- Legislative Meeting Do’s & Don’ts
3 Branches of Government

**Executive**
- President/Governor/Mayor/Executive
- Appoints Secretaries/Commissioners
- Proposes Executive Budget
- Introduces/Signs/Vetoes Legislation

**Legislative**
- Congress/State Legislature/City Council
- Senate Approves Appointees
- Both Houses Vote to Approve/Reject Budget
- Both Houses Introduce/Pass Legislation

**Judicial**
- SCOTUS/NY Court of Appeals
- Affirms/Strikes Down State Laws (among other functions)
Federal Government

- **Executive**
  - President Barack Obama (D)
  - Labor Secretary Tom Perez & HUD Secretary Julian Castro

- **Legislative**
  - Senate Majority Leader Mitch McConnell (R)
  - Senate Minority Leader Harry Reid (D)
  - House of Representatives Speaker Paul Ryan (R)
  - House Minority Leader Nancy Pelosi (D)
  - Congressional Hispanic Caucus (CHC) Chair Linda Sanchez (D)
  - Congressional Hispanic Conference Chair Mario Diaz-Balart (R)

- **Judicial**
  - Chief Justice of the US John Roberts
  - Associate Justice Sonia Sotomayor
NY State Government

Executive
- Governor Andrew Cuomo (D)
- Secretary of State Rossana Rosado & Deputy Labor Secretary Elizabeth de Leon Bhargava

Legislative
- Senate Majority Leader John Flanagan (R)
- Senate Minority Leader Andrea Stewart-Cousins (D)
- Assembly Speaker Carl Heastie (D)
- Puerto Rican/Hispanic Task Force Chair Marcos Crespo (D)

Judicial
- Chief Judge Jonathan Lippman
- Associate Judge Jenny Rivera
NY City Government

- **Executive**
  - Mayor Bill de Blasio (D)
  - Schools Chancellor Carmen Fariña, ACS Commissioner Gladys Carrion, CAU Commissioner Marco Carrion

- **Legislative**
  - City Council Speaker Melissa Mark-Viverito (D)
  - Black, Latino & Asian Caucus Chairs Ritchie Torres (D) & Robert Cornegy (D)

- **Judicial**
  - Criminal & Civil Courts
Connecticut Government

- **Executive**
  - Governor Dannel Malloy (D)

- **Legislative**
  - Senate President Pro Temp Martin Looney (D)
  - Senate Minority Leader Len Fasano (R)
  - House of Representatives Speaker Brendan Sharkey (D)
  - House of Representatives Minority Leader Themis Klarides (R)
  - Black & Latino Caucus Chair Bruce Morris (D)

- **Judicial**
  - Supreme Court of Errors Chief Justice Chase Rogers
  - Associate Justice Carmen Espinosa
Florida Government

- Executive
  - Governor Rick Scott (R)
  - Lt. Governor Carlos Lopez-Cantera

- Legislative
  - Senate President Andy Gardiner (R)
  - Senate Minority Leader Arthenia Joyner (D)
  - House of Representatives Speaker Steve Crisafulli (R)
  - House of Representatives Minority Leader Mark Pafford (D)
  - Hispanic Legislative Caucus Chair Rep. Jeanette Nuñez (R) and Vice Chair Sen. Darren Soto (D)

- Judicial
  - Supreme Court Chief Justice Jorge Labarga
# Budget Timelines

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<th>Fed</th>
<th>NYS</th>
<th>NYC</th>
<th>CT*</th>
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<td>October 1</td>
<td>October</td>
<td>November</td>
<td>August</td>
<td>July</td>
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<tr>
<td>Session Begins/ SOTU</td>
<td>January 20</td>
<td>January</td>
<td>January</td>
<td>January 7 (February*)</td>
<td>March 8</td>
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<tr>
<td>Budget Released</td>
<td>February</td>
<td>January</td>
<td>February &amp; May</td>
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<td>Hearings</td>
<td>February</td>
<td>February</td>
<td>March &amp; May</td>
<td>March</td>
<td>September &amp; January</td>
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<tr>
<td>House Bill Deadline</td>
<td>April 15</td>
<td>Early March</td>
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<td>May</td>
<td>April</td>
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<td>March 31</td>
<td>June 30</td>
<td>June 3</td>
<td>June 30</td>
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<td>Session Ends</td>
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<td>Late June</td>
<td>N/A</td>
<td>June 3 (May*)</td>
<td>May 6</td>
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How a Bill Becomes Law

- ID Problem w/ Research & Personal Anecdotes
- Formulate & Vet Solution w/ Experts
- Recruit a Legislative Champion
- Draft & Introduce Legislation
- Secure Co-sponsors
- Finance Estimate
- Pass Committee(s)
- Floor Vote
- Executive Sign, Veto or Time-period Approval
- Override Veto (if necessary)
Why Advocacy?

- Civic Duty
- Influencing Policy
- Defending Our Rights
- Put Government to Work
- Branding
- Fundraising
What Constitutes Advocacy?

- **Research**: Monitor Press, Surveys, Leg Overview, Stakeholder Meetings
- **Policy Dissemination**: Advocacy Letters, Fact Sheets, Reports
- **Legislative Advocacy**: Meetings, Advocacy Days, Briefings, Summits, Testimony
- **Member Education**: Meetings, Conference Calls
- **Communications**: Press Conferences, Op-Eds, Social Media, Radio/TV, Newsletters
- **Community Education**: Forums, Town Halls, Workshops, Panel Presentations
- **Grassroots Mobilization**: Action Alerts, Rallies/Marches, Vigils, Petitions
- **Civic Engagement**: Voter Registration, Mobilization & Education
- **Litigation**: Amicus Briefs
Successful Advocacy Campaigns

- Real, Quantifiable Problem
- Thoughtful, Viable Solution
- Authentic, Influential, Loyal Champion
- Diverse, Powerful Coalition
- Create a Public Case to Make it an “IT” Issue
- Grassroots & Grasstips Pressure
- Constant Policy, Lobbying & Communications Work
- 7 Touches per Target
- Gotta Be There Early & Often
- WHAT ELSE???
Legislative Meeting Do’s & Don’ts

- Choose the Right Target & Team
- Do Your Homework
- Prepare Packets for Everyone
- Arrive Early
- Introduce Everyone & Meeting Goals/Agenda
- Everyone Should Speak
- All Politics is Local
- Do Stay Positive/Don’t Argue
- Do Speak Truth to Power/Don’t Feel Bad About Pushing
- Don’t Lie/Do Offer to Find an Answer for Them
- It’s Your Meeting/ Stick to Your Agenda
- Problem → Solution → Ask
- Give Them Homework & Follow Up
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