

# How to Enhance Your Effectiveness as an Advocate

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Legislative Director



Environmental League of Massachusetts

# In this presentation we'll explore...

1. What is advocacy?
2. The Ladder of Influence
3. Building and sustaining relationships
4. How to deliver your message effectively
5. Why and how to build coalitions

Mass Rivers Alliance  
members at Department  
of Fish and Game  
Headquarters



# What is advocacy?

- Educating
- Influencing

Massachusetts Lobbying Law  
(M.G.L. c. 3, §§ 39 – 50)

Can be found on the Secretary of the  
Commonwealth website:

<http://www.sec.state.ma.us/LobbyistWeb/ReadMe/MALobbyingLaw.pdf>

- How to be an effective advocate?

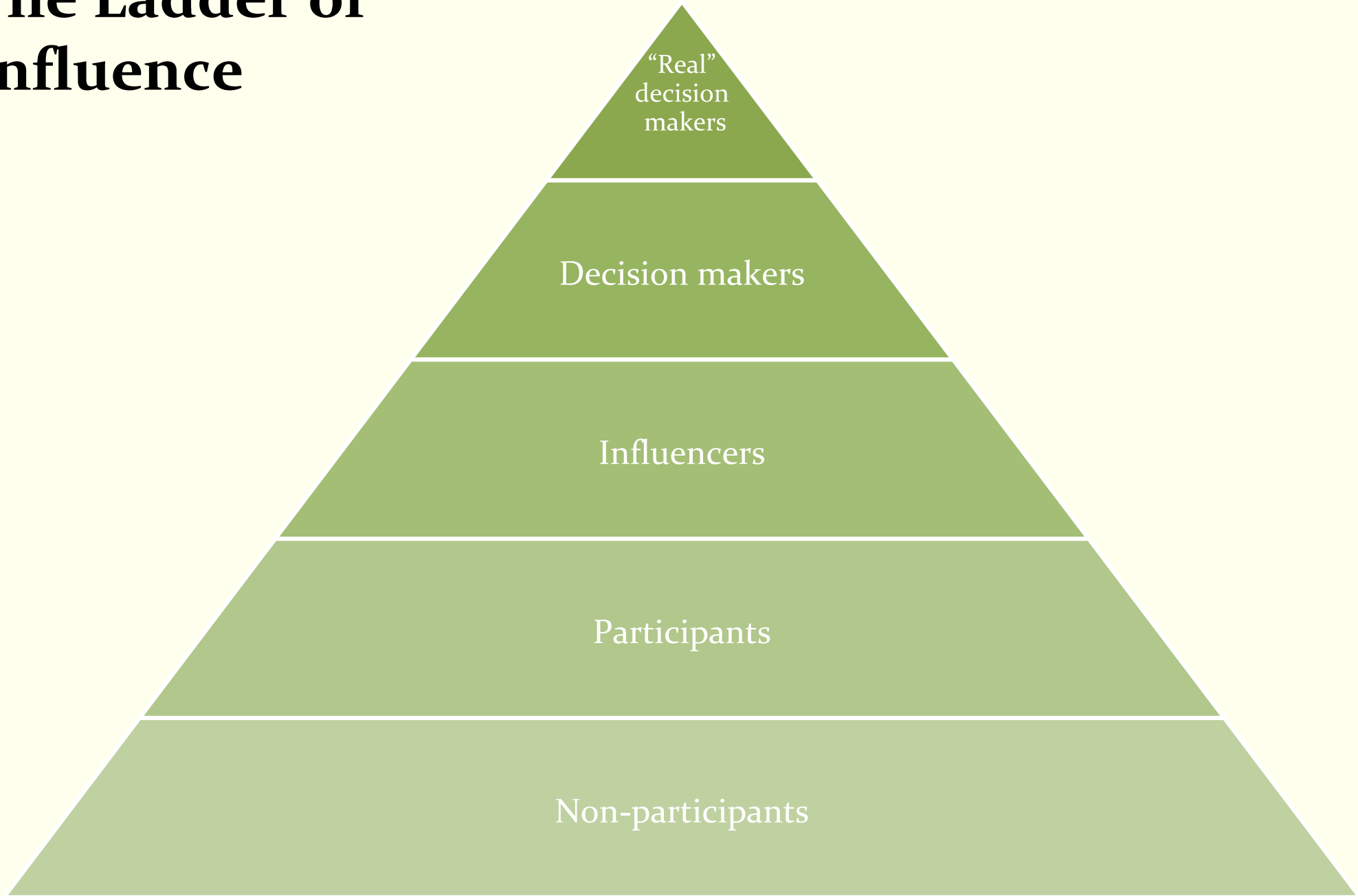
Four P's to embody:

- Polite
- Persistent
- Patient
- Persuasive



Walk & Talk co-hosted by  
ELM and Mystic River Watershed Association

# The Ladder of Influence



➤ **ACTIVITY:** Which part of the ladder are you on right now? Why? What are a couple specific things you can do to deepen your engagement there or climb to the next rung?

# What's the foundation of this work?

## RELATIONSHIPS!



Erica & Paul Schmid,  
State Representative  
for Westport, during a  
visit on his farm in  
Westport

➤ Activity: *What are characteristics of well-functioning relationships?*

# Tips for Relationship Building

1. Know who your elected officials and their staff are. [www.wheredoivotema.com](http://www.wheredoivotema.com) is a good starting place.
2. Know who the relevant agency heads/officials are
3. Goal: Be known and liked.



Environmental advocates meet for coffee with Senator Eldridge in his district.

Advocates for fossil fuel divestment gathered outside the Massachusetts House Chamber.

Advocates hit the doors for Senator Pat Jehlen.

# Tips for Relationship Building

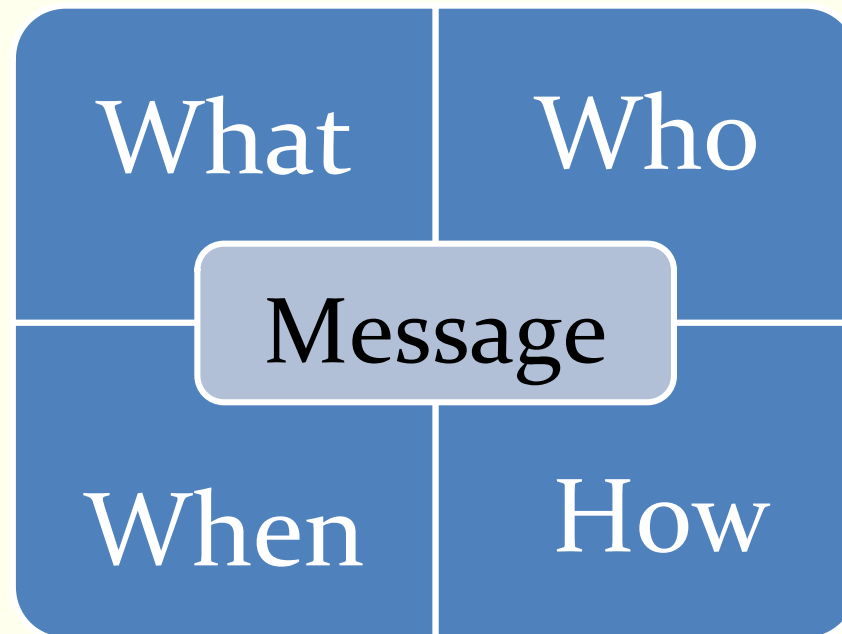
4. Be a reliable resource
5. Be positive + Give friendly nudges
6. Don't just be in touch when you have an ask
7. Aim high, but have realistic expectations and expect to take the lead



Environmental advocates meet with Rep. Lori Ehrlich of Marblehead in her State House office.

PS - The [unclear] reporters

# Message Delivery



- **ACTIVITY:** *Why do you work on this issue? Why is it personally important to you?*

Reading recommendation for those interested in how public policy agendas get set:  
Agendas, Alternatives, and Public Policies, by John Kingdon



# Policymakers want to know...

- **WHO:** Who's working on this issue? Who is working *together* (coalition)? Is there a point person?
- **WHAT:** Is there a legal requirement/basis for action? Are there widely accepted guidelines? What are some possible approaches/solutions? What are you looking for me to do?
- **WHERE:** Where is this idea already being implemented? How's that going? Is there any data to indicate impact?
- **WHY:** Why is this important?
- **WHEN:** Save time by including all the pertinent information up front.

# Power in Numbers


- Coalitions (i.e. Green Budget Coalition)
  - Why do coalition-building?
  - *Activity: Who might you start working with (more) to advance the cause?*
- Coalition building strategies
  - Build consensus/shared agenda
  - Send the message together

Advocates meet at Environmental League to share information and coordinate efforts.



# Power in Numbers cont'd

## Legislative


 THE GENERAL COURT OF MASSACHUSETTS  
 STATE HOUSE, BOSTON 02133-1053

July 20, 2016

The Honorable Brian S. Dempsey, Chairman  
 House Committee on Ways and Means  
 State House Room 243  
 Boston, MA 02133

Dear Chairman Dempsey:


Thank you and Speaker DeLeo for your leadership during the ongoing budget process. We are writing to respectfully ask for your support in overriding the Governor's veto of funding for the administration of the **Department of Environmental Protection in line item 2200-0100**. We ask that the proposed \$1.5 million reduction, which includes \$235,000 for legislators' priority projects, be overridden, restoring the FY17 final appropriation up to the conference committee level of \$25,037 million.


If the veto is not overridden, we are very concerned that the reduced appropriation will significantly compromise the department's ability to carry out its statutory responsibilities. Since 2009, the department has experienced a 30 percent reduction in staff due to cuts and early retirement, and the Governor's proposal would reduce the line item further, to its lowest level in decades. The department has already acknowledged that it is behind on meeting its water quality monitoring and permit-writing requirements, which would only be exacerbated by the proposed reduction.

The Department of Environmental Protection bears the essential responsibility of protecting the Commonwealth's air quality and water resources, as well as supporting cities and towns in balancing environmental protection with economic growth. Providing adequate resources for the department to meet its responsibilities in a timely and high quality manner is crucial to both the quality of life and economic vitality here in Massachusetts.

We would like to thank you for your ongoing support for this funding and ask that you restore the conference committee language to the final FY17 budget. Thank you for your consideration on this important matter.

Sincerely,

  
 Carolyn D. Dykora  
 State Representative  
 8th Middlesex District

  
 David M. Rogers  
 State Representative  
 24th Middlesex District

  
 M. Straus  
 Representative  
 10th District

  
 M. Strino  
 Representative  
 10th District

  
 M. Walsh  
 Representative  
 10th District

  
 M. G. G. G.  
 Representative  
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 10th District

  
 M. G. G. G.  
 Representative  
 10th District

  
 Claire D. Cronin  
 State Representative  
 11th Plymouth

  
 Mary S. Kelle  
 State Representative  
 15th Worcester District

  
 Thomas M. Stanley  
 State Representative  
 9th Middlesex District

  
 J. R. Kaufman  
 State Representative  
 10th Middlesex District

## Organizational

**Green Budget Coalition**  
Organizational Endorsers:

Environmental League of Massachusetts	Hilltown Anti-Herbicide Coalition
Acadia Center	Home Energy Efficiency Team (HEET)
All Dorchester Sports League	Hoosic River Watershed Association
American Farmland Trust	Hop Brook Protection Association
Appalachian Mountain Club	Housatonic Valley Association
Arborway Coalition	Ipswich River Watershed Association
Association to Preserve Cape Cod	Keep Massachusetts Beautiful
Berkshire Environmental Action Team Berkshire	Kestrel Land Trust
Grown	Lakes and Ponds of Western Massachusetts
Berkshire Natural Resources Council	LivableStreets Alliance
Better Future Project	Lowell Parks & Conservation Trust
Boston Harbor Now	MA COLAP
Boston Park Advocates	Mass Audubon
Brookline GreenSpace Alliance	Mass Energy Consumers Alliance
Buzzards Bay Coalition	Massachusetts Association of Conservation
Charles River Watershed Association	Commissions
Charlestown Waterfront Coalition	Massachusetts Breast Cancer Coalition
CISA: Community Involved in Sustaining	Massachusetts Climate Action Network
Agriculture	Massachusetts Farm to School
Clean Water Action	Massachusetts Forest and Park Friends Network
Climate Action Business Association Connecticut	Massachusetts Horticultural Society
River Watershed Council	Massachusetts Land Trust Coalition
Conservation Law Foundation	Massachusetts Organization of State Engineers and
East Quabbin Land Trust	Scientists (MOSES)
Emerald Necklace Conservancy	Massachusetts PipeLine Awareness Network
Environment Massachusetts	Massachusetts Rivers Alliance
Esplanade Association	Massachusetts Sierra Club
Essex County Greenbelt	Massachusetts Smart Growth Alliance
Franklin Land Trust	Massachusetts Society of Municipal Conservation
Franklin Park Coalition	Professionals
Friend of Leo J. Martin Skiing	Massachusetts Watershed Coalition
Friends of Alewife Reservation	Merrimack River Watershed Council
Friends of Myles Standish State Forest	Mothers Out Front
Friends of Pontoosuc Lake	Mount Grace Land Conservation Trust
Friends of Robinson State Park	Mystic River Watershed Association
Friends of the Blue Hills	Nashua River Watershed Association
Friends of the Middlesex Fells Reservation	National Wildlife Federation
Friends of the Public Garden	Neponset River Watershed Association
Friends of Upton State Forest	New England Mountain Bike Association
Friends of Wompatuck State Park	New England Wild Flower Society
Garden Club Federation of Massachusetts	New Marlborough Land Trust
Goldenrod Foundation	North and South Rivers Watershed Association
Greater Boston Chapter of Trout Unlimited	OARS: For the Assabet, Sudbury and Concord
Green Newton	Rivers
GreenRoots, Inc.	Parker River Clean Water Association
Groundwork Lawrence	Project Green Schools
Groundwork Somerville	Saunders Hotel Group

# Contact Information

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Environmental League of Massachusetts