



Legislative Advocacy MESSAGE DEVELOPMENT

ISSUE: Select of the priority areas from SJCS D Legislative Platform or use a priority of your own to address with your Legislator.

FOCUS: Select one or two of the related recommendations from the legislative platform.

IMPORTANCE: Identify local examples or a personal story that supports the recommendation(s).

FACTS: Identify data, supporting evidence, or research that makes the case for the recommendation(s).



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ASK: Provide the “ask.” This can include specific funding amounts or support for a specific bill or amendment.

Messaging Checklist

- Is the topic/issue clearly stated?
- Does the story clearly relate to the recommendation(s)?
- Is the example understandable, compelling, and succinct?
- Do the facts (data, evidence, research) relate to the recommendation(s)? Double check the accuracy of your facts.
- Do the facts support the “ask”?
- Was the “ask” clearly stated or were potential policy solutions discussed?
- Does your message contain simple, clear language and avoid “eduspeak” or acronyms that might be difficult to understand?

Tough Questions

What questions or issues might arise during your meeting related to this topic, your points, and your “ask”? Anticipate political pushback and brainstorm your defense.
