



THE CENTER FOR EST. 1913
COMMUNITY SOLUTIONS
RESEARCH • ANALYSIS • ACTION



2022 Budget Training Academy: Advocacy 101

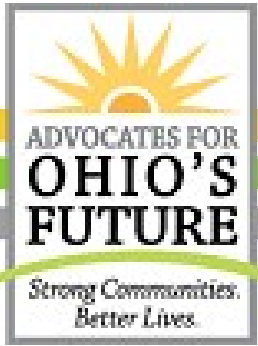
July 20, 2022

Kelsey Bergfeld, Director, Advocates for Ohio's Future

Tara Britton, Director of Public Policy and Advocacy, The Center for Community Solutions

William Tarter, Jr., Policy Fellow, The Center for Community Solutions

Christina Frass, Assistant Director, the Ohio Office of Budget and Management



Advocates for Ohio's Future



Kelsey Bergfeld, Director
kbergfeld@communitysolutions.com



Sarah Hudacek, Policy & Communications Assistant
shudacek@communitysolutions.com

www.advocatesforohio.org

Advocates for Ohio's Future (AOF) is a nonprofit, nonpartisan coalition of over 500 state and local health and human services policy, advocacy, and provider organizations that promotes health and human service budget and policy solutions so that **all** Ohioans live better lives.

Our coalition believes in investing in our state's most valuable resource—our people—to ensure that they are safe, healthy, and can access pathways to prosperity for themselves and their families.



AOF Membership

Steering Committee

Access to physical and behavioral health care

Nutrition Support

Safe and affordable housing

Services for older adults and people with disabilities

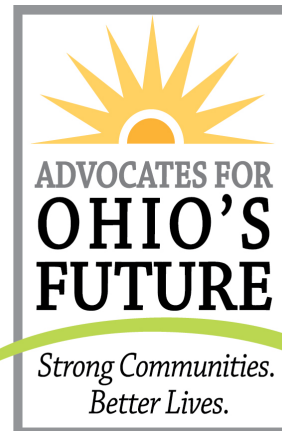
Expanded home and community based services

Early childhood care and education

Workforce development

Broadband access and affordability

Transportation



FAQs

This webinar is being recorded in full

Recording and slides will be sent out to all registrants by tomorrow morning

- Recording and slides will also be available at <https://www.advocatesforohio.org/budget-training-academy>

Have a question? Send it through the chat box or submit in the Q&A



The Center for Community Solutions

We improve health, social and economic conditions through nonpartisan research, policy analysis, communications and advocacy.

www.communitysolutions.com

Twitter: @CommunitySols

Our Priorities



Advancing Wellbeing of Older Adults



Enhancing Behavioral Health Access



Improving Maternal and Infant Health



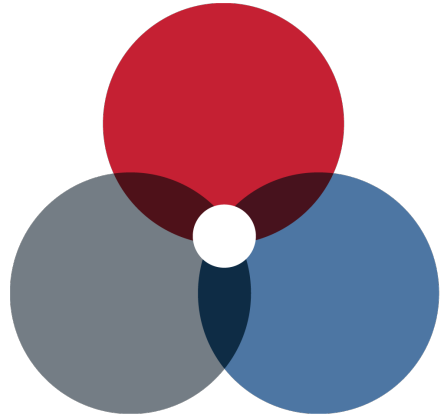
Strengthening Health and Human Services Safety Net



Supporting Sound Medicaid Policy



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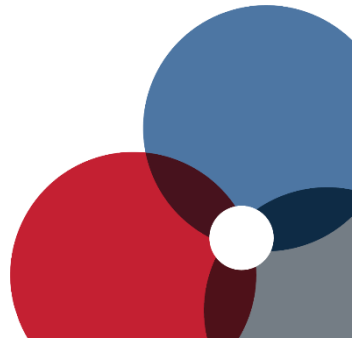
Budget Training Academy

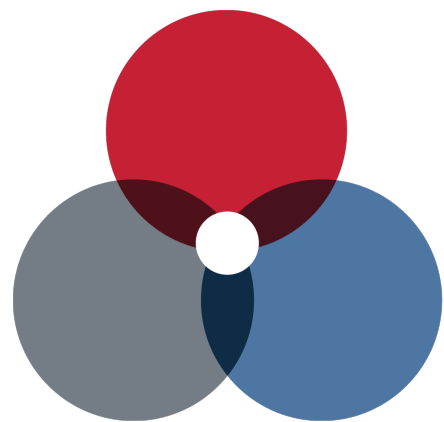
Advocacy 101

July 20, 2022

Agenda

- Advocacy Basics



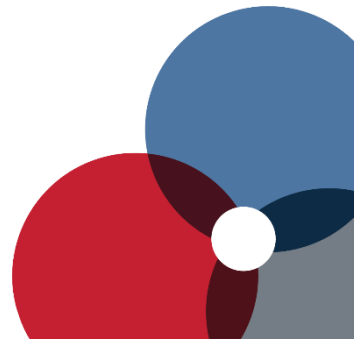


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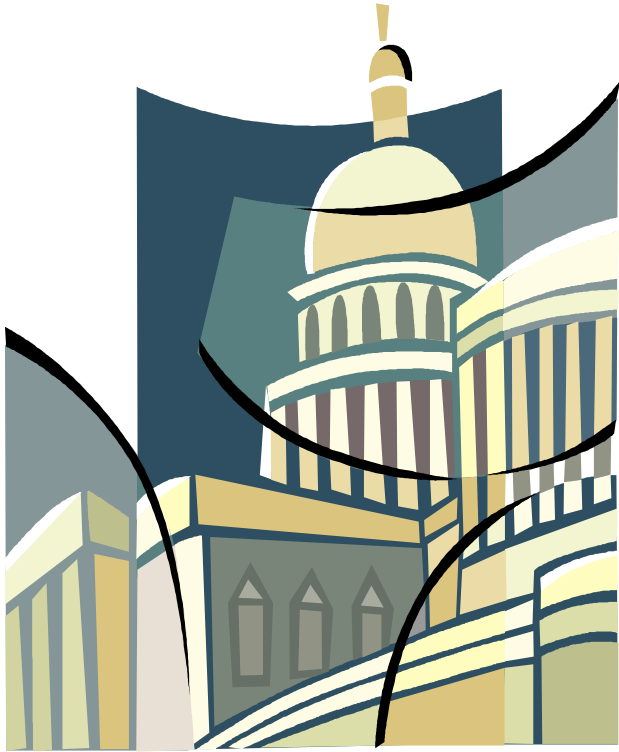
Advocacy 101

Advocacy Training Learning Objectives

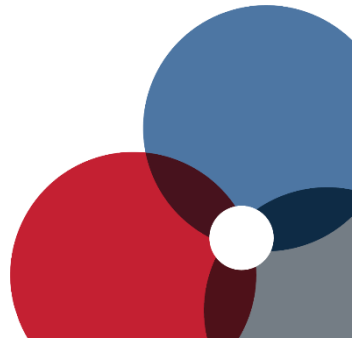
- Understanding lobbying vs advocacy
- Identify 4 effective advocacy methods
- Communicate effectively with elected officials



Why Advocate?



- Service is not enough
- Government policies affect everyone
- Government controls funding for important services
- Policymakers care about and need your expertise



Public Policy Activities



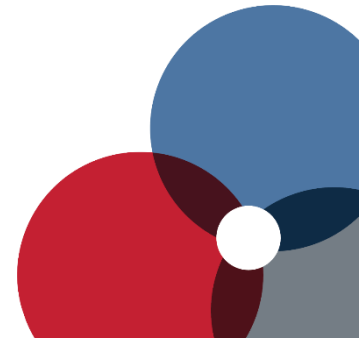
Education
(being a resource)



Advocacy
(working on issues)



Lobbying
(working on bills)



Advocacy Definition

- Public support for or recommendation of a particular cause or policy
- Advocacy is used in the promotion of a cause or principle, often times that lead to a selected goal
- Advocacy is *just one way* to approach a problem
- Advocacy does not necessarily involve confrontation or conflict



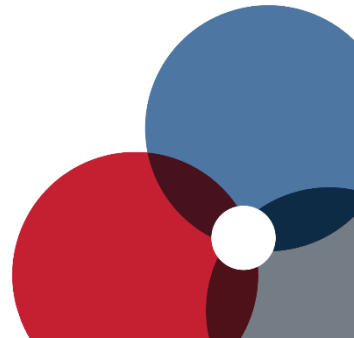
Lobbying

- Working to influence the outcome of a specific piece of legislation or executive agency decision
- Two types of lobbying:
 - Direct lobbying - you interact with the decision maker
 - Grassroots lobbying- you encourage others to interact with the decision maker
- Lobbying is a legal term defined by IRS regulations and state and federal law
- Money spent on lobbying needs to be tracked and there are limits on how much you can spend



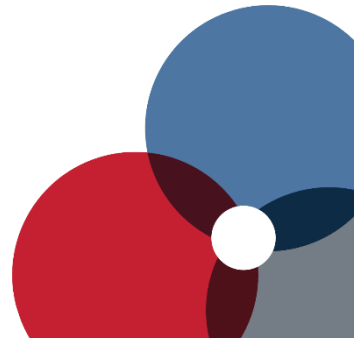
Policymakers Find it Easier to Say “Yes” to Your Advocacy If...

- They have a *relationship* with you and your organization
- They have reason to *trust* the information you present
- They know who you *speak for*
- They know how you *relate* to their community & constituents
- They know you have strong *media* relationships



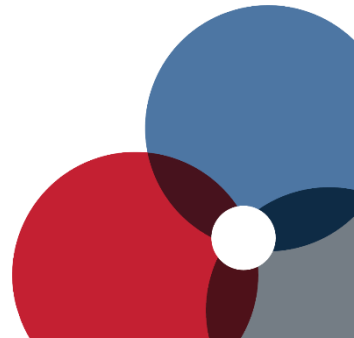
Four Advocacy Methods

1. Personal Phone Call
2. Personal Letter
3. Personal Visit (even virtual!)
4. Personal E-mail



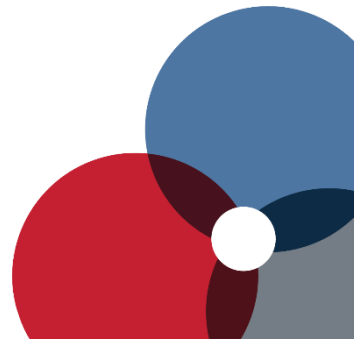
Personal Phone Call

- Don't expect to speak to the legislator
- Be pleasant to the staff (ask for the name of person you're speaking with)
- Let them know if you are a constituent (phone ID can tell them that already)
- Try to sound like yourself
- Know your expertise/What gives you credibility?
- Keep it short
- Be a good listener
- Have a clear "ask"



Personal Letter

- Personalize the letter
- Relate your experiences
- Keep it short
- Address one issue
- Hand written is preferred
- Always include your home address
- Always ask for a reply

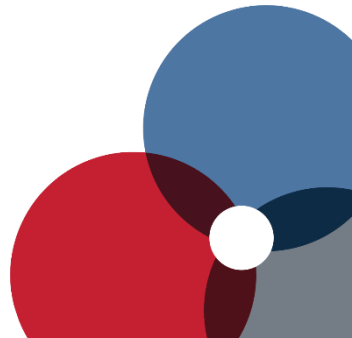


Letter Example

The Honorable _____
(governing body if sending to office)
address of governing body

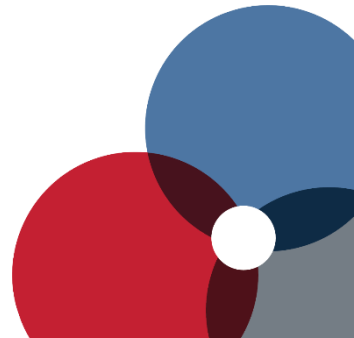
Spell their name correctly!!!

The Honorable Congresswoman Shontel Brown
United State House of Representatives, District Office
4834 Richmond Rd # 150
Warrensville Heights, OH 44128



Personal Visit (even if virtual)

- Schedule meeting in advance
- Schedule meeting with legislator and other constituents if possible
- Dress appropriately
- Be on time, early if possible (but don't be surprised if you have to wait)
- Start with compliment and thank them first
- State briefly, clearly, and concisely what issue(s) you want to discuss
- Personalize the issue
- Be a good listener
- Have a clear "ask"
- Invite legislator to visit your organization



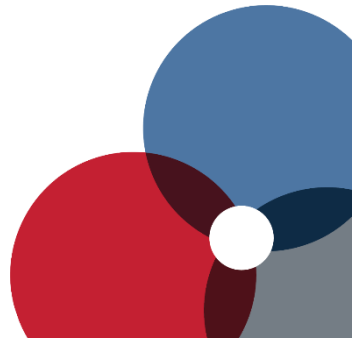
Personal Email

- Sometimes the legislature, both state and federal, move faster than snail mail
- Sometimes a letter won't be received until well after the bill has passed (or failed)
- Personal e-mails are preferred to form letter style emails



Social Media

- Don't be afraid to talk to legislators via social media
- Tag them in posts to start conversation or to inform
- Encourage your followers to share or retweet your posts or to talk to legislators directly
- Use graphics, tables, photos or video to accentuate your points
- If using emails, do *not use all capital letters*



Contact Us



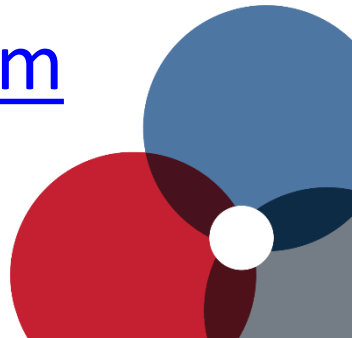
William Tarter, Jr.
Fellow

wtarter@communitysolutions.com

Sign up for our newsletter:
www.communitysolutions.com



@CommunitySols



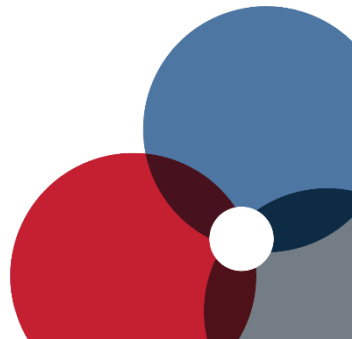


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Engagement and Policymaking Process

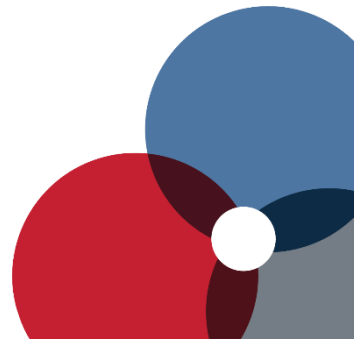
Ways That We Engage in Policymaking

- Follow legislation through the committee hearing process
- Connect with legislators based on issue areas of interest
- Offer testimony
- Connect with stakeholders



Engaging with Policymakers

- Learn who represents you at the Statehouse:
<https://www.legislature.ohio.gov/legislators/find-my-legislators>
- Stay up to date on legislation by connecting with pertinent committee chairs' offices
- Make the most of meetings (virtual, in-district and in Columbus)



Legislative Process

Idea for Policy Change; Legislative Service Commission (LSC) drafts bill



Bill is introduced and referred to Committee; LSC produces documents



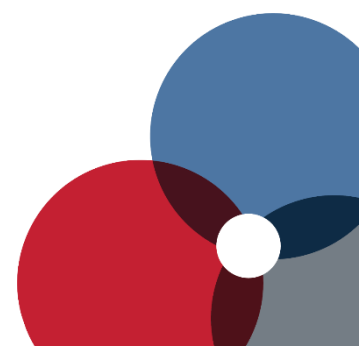
Committee hears sponsor, proponent, opponent, and interested party testimony



Committee votes bill out and it moves to full chamber for a vote



Chamber votes on bill and with majority vote, it moves to other chamber to repeat the process



Resources

Legislation Results 1 - 1 of 1

General Assembly: **133**

Show: **10**

Filter By:

|
 |
 |

Keyword: hb166

NAME	GA	TITLE
H. B. No. 166	133	Creates FY 2020-2021 operating b...

Visit the Ohio General Assembly


The Ohio House of Representatives
 133RD GENERAL ASSEMBLY

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Find your Representative using our District Map or search tools above.
 Call 1-800-282-0253 to reach your Representative.
 Monday - Friday 8:30 a.m. - 5:00 p.m.

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Ohio Legislative Service Commission

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Welcome to LSC
 We are a nonpartisan agency providing the Ohio General Assembly with drafting, research, budget and fiscal analysis, training, and other services.

Popular Publications
 A Guidebook for Ohio Legislators
 Budget Footnotes
 Historical Revenues and Expenditures
 Members Only Briefs
 Ohio Facts
 Catalog of Budget Line Items
 State Spending by County

Looking for bills, resolutions, and related documents?
 Our documents are available on the Ohio General Assembly's website

Agency Fees - 2018 Bud Report
 Click here for the 2018 full edition
 Agency Fees Report view the Report

Letter & Resolution Requests Login
 Log in to request resolutions or letters of commendation.

What's New
 Tweets by @iscOhio

Ohio LSC @iscOhio
 SB 200 (As Introduced) - Fiscal Note legislature.ohio.gov/download?key=9... 32m


Ohio LSC @iscOhio
 HB 642 (As Introduced) - Bill Analysis legislature.ohio.gov/download?key=9... 16h


Ohio LSC @iscOhio
 SB 239 (As Passed by the Senate) - Bill Analysis legislature.ohio.gov/download?key=9... 17h

Ohio LSC @iscOhio
 HB 435 (As Reported by S. Education) - Bill Analysis legislature.ohio.gov/download?key=9...

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The Ohio Senate
 133RD GENERAL ASSEMBLY



Welcome.
 We're glad you're here.
 We encourage you to explore, connect and engage.

Committee Notice

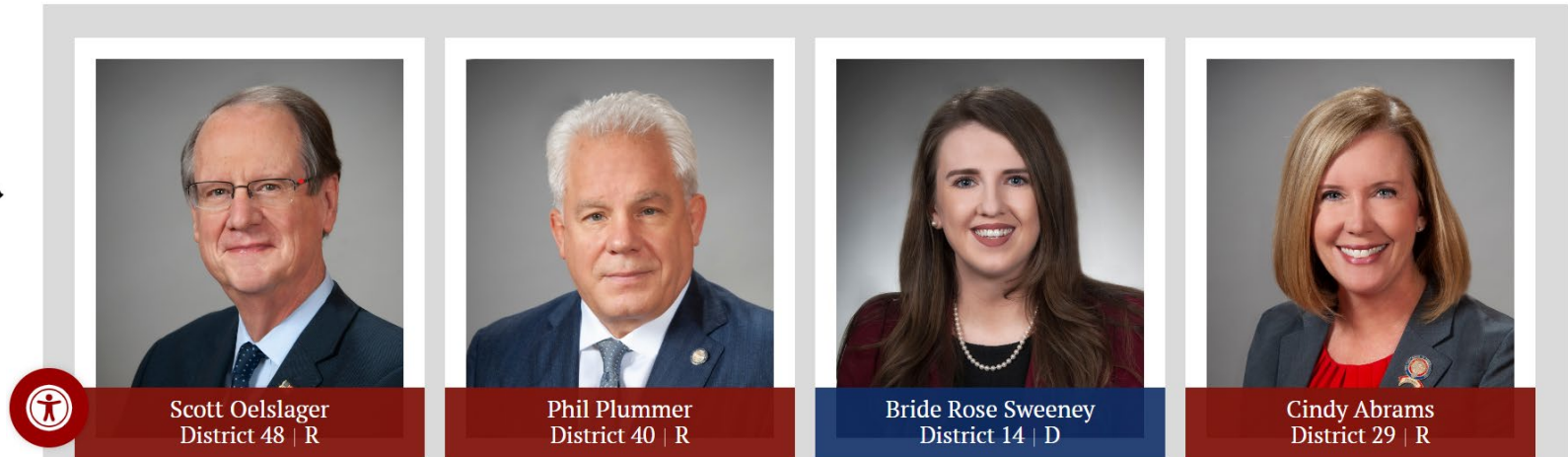
Finance Committee

[Members](#) [Meetings](#) [Bills](#) [Video](#)



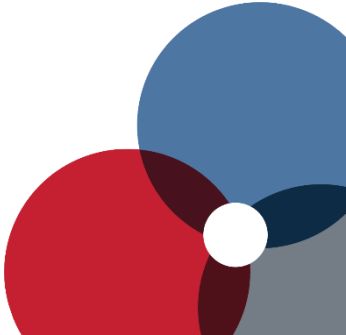
ANNOUNCEMENT OF COMMITTEE MEETING

COMMITTEE: Finance
CHAIR: Scott Oelslager
DATE: Tuesday, May 31, 2022
TIME: 10:30 AM
ROOM: Room 313



AGENDA

<u>BILL</u>	<u>SPONSOR</u>	<u>TITLE</u>	<u>STATUS</u>
H.B. No. 687	Rep. Oelslager	Intend to enact legislation making capital appropriations	2nd Hearing Pending Referral Prop/Opp/IP Poss. Sub Bill



Bill and Bill Analysis

House Bill 496

Summary

Documents

Status

Votes

Committee Activity

[Return To Search](#)

Primary Sponsors



General Assembly

134

Short Title

Regulate the practice of certain categories of midwives [Show Long Title](#)

Version

As Introduced

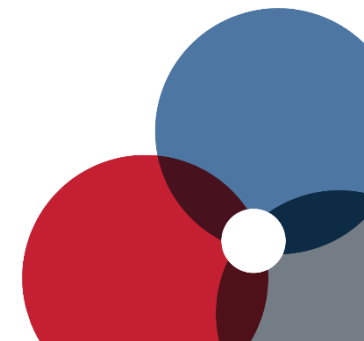
Legislation Text

[View Current Version](#)

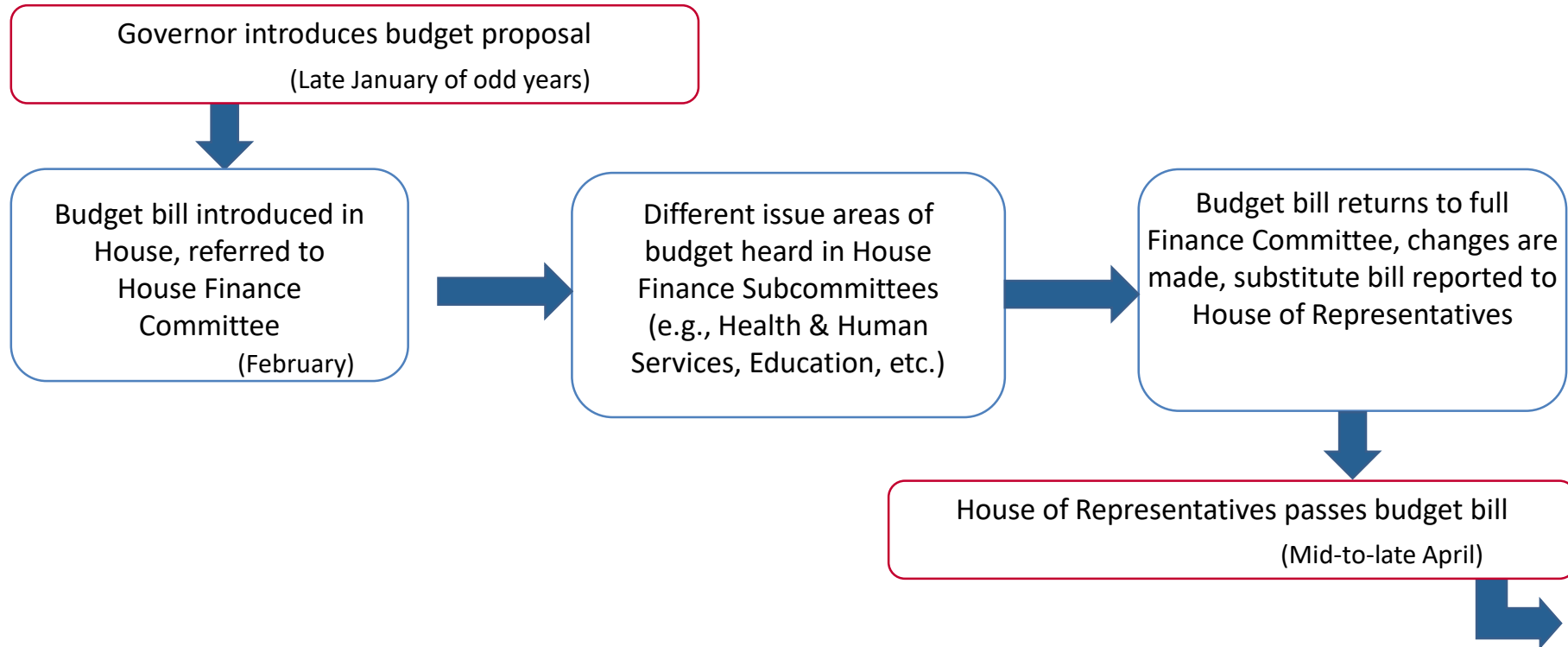
Subjects

[Health and Human Services : Health Care](#)

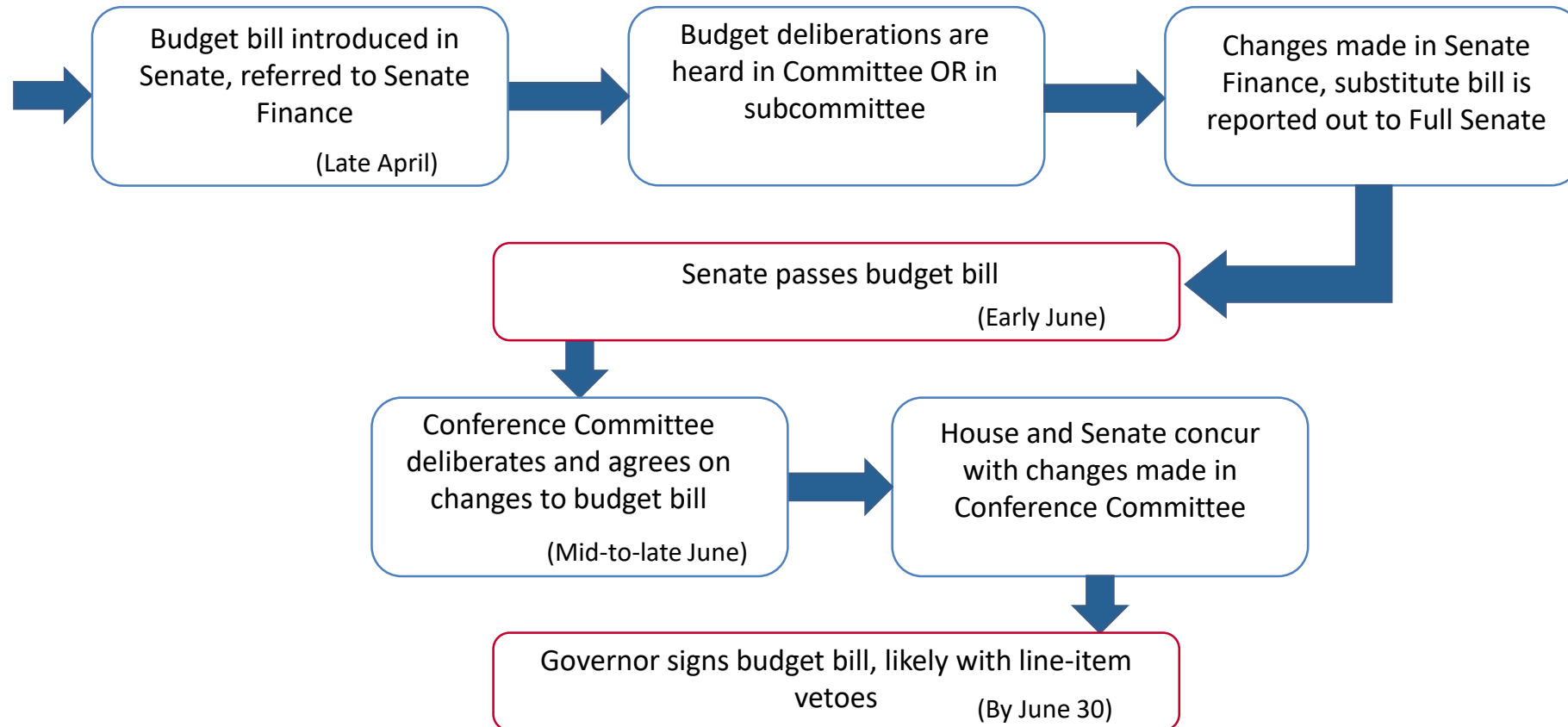
[Occupational Licensing and Regulation](#)



State Budget Process



State Budget Process (continued)





Office of Budget
and Management

Mike DeWine, Governor
Jon Husted, Lt. Governor

Kimberly Murnieks, Director

Operating Budget Process

Christina Frass, Assistant Director,
Office of Budget and Management

Mike DeWine

Governor | State of Ohio

Jon Husted

LT Governor | State of Ohio

Kimberly Murnieks

Director | Ohio Office of
Budget and Management



OBM Mission

To provide financial management and policy analysis to help ensure the responsible use of state resources.





What we do

Coordinate,
develop, and
monitor agency
operating and
capital budgets





What we do

Review, process, and report financial transactions made by state agencies

What we do

Assist the Governor and state agencies by providing policy and management support of the state's fiscal activities



Ohio Biennial Budgets

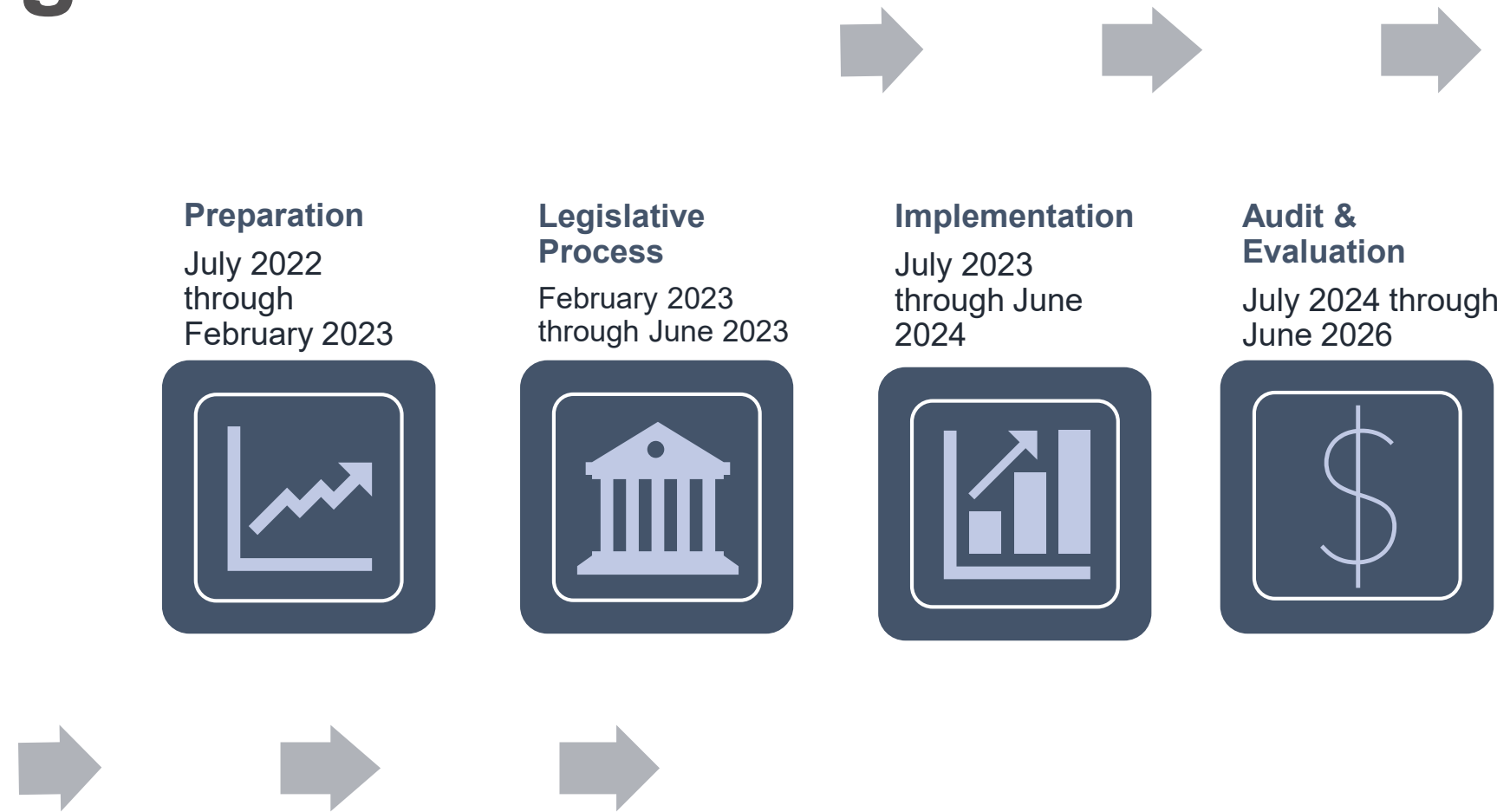
Operating FY2022-2023

- Main Operating
- Transportation
- Bureau of Workers Compensation
- Ohio Industrial Commission

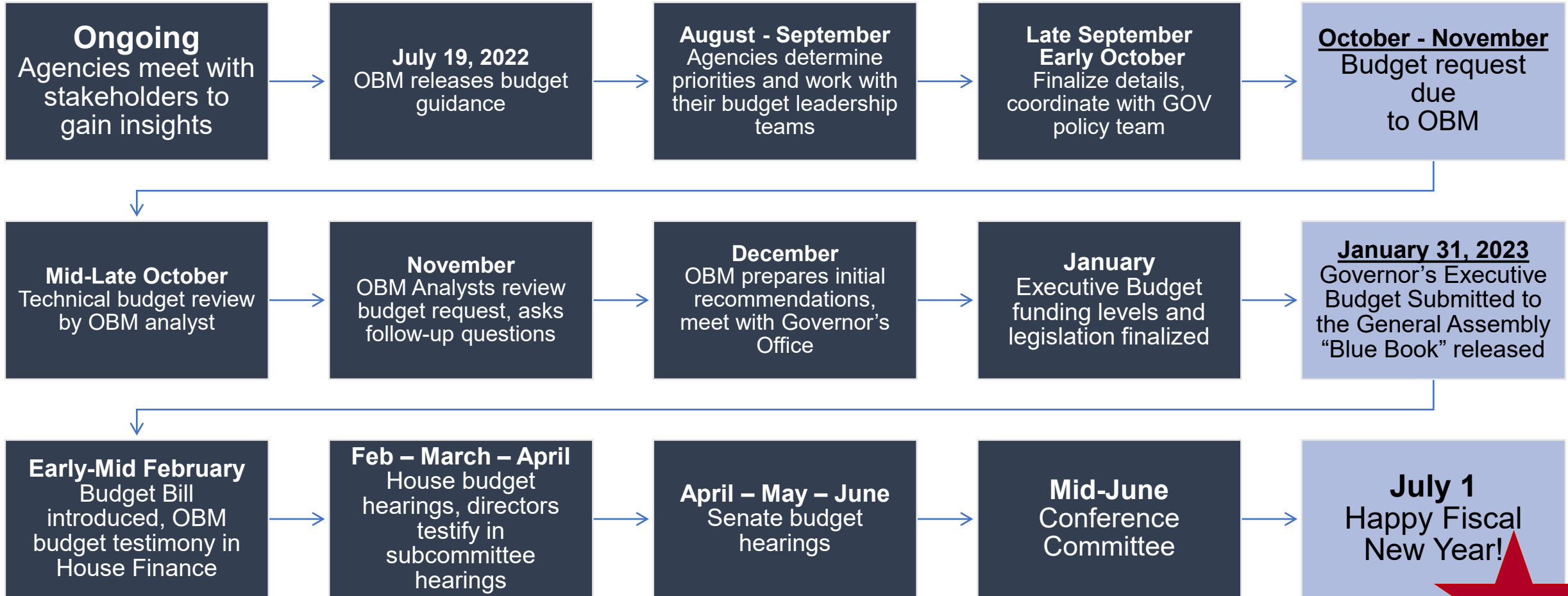
Capital FY2023-2024



Ohio Budget Process

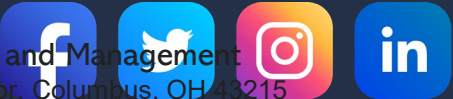


Preparation & Approval Process (FY 24-25 Operating)





THANK YOU



Office of Budget and Management
30 E Broad St 34th Floor, Columbus, OH 43215

Next Up: HHS 101

Don't forget to sign up for our next Budget Training Academy webinar coming up Wednesday August 17th at 10:30am featuring state HHS agency insiders

- [Register HERE](#)

Recording and slides will be sent out to all registrants by tomorrow

- Recording and slides will also be available at <https://www.advocatesforohio.org/budget-training-academy>

