



# Advocacy in Action

## Summer Advocacy Strategies for Success

### Advocacy In An Election Year

With every seat in the Florida House and Senate up for election this year, incumbents and candidates alike are focused on their campaigns during the summer. So how can you engage in advocacy when the last thing on their minds is legislation?



As we've shared before, the foundation for successful advocacy is a strong relationship with your legislator. Campaigns are an excellent opportunity to focus on building that relationship.

**Start by supporting your favorite candidate.** Whether you support an incumbent or their opponent, serious candidates will want and need your help to get elected in November.

**Contribute financially as much as you can afford.** While money can't buy votes, it does talk and gains access to the candidate. And if your contribution is significant enough they will remember you if they are successfully elected. If a financial contribution is not an option, volunteering in their campaign can be just, if not more valuable.

**Offer to spend a day with the candidate, introducing them to key residents in your city.** This is grassroots campaigning at its best. Meet people in their homes; place of business or over a meal at a local restaurant. (Be sure meetings are scheduled in advance and confirmed). This puts a "face" on your city, and the candidate can talk about their position on issues important to the voters face-to-face.

**Volunteer.** Offer to make phone calls or be the "go to" person in your city for putting out campaign signs as they are requested. And **one of the most memorable strategies** you can do is to walk a precinct with the candidate. Make sure it's an area in your city where you had overwhelming support during your own campaign. This is a fantastic way to spend some quality time with the candidate and for you to connect with your constituents and learn what's on their minds.

**Endorse only candidates that respect and support Home Rule!** As an elected official, people in your city will want to know why you're supporting a candidate, and many will offer their support because they respect your opinion and knowledge of the issues that are part of the campaign.

**Your endorsement is one of the best and most coveted gifts you can give a candidate. Do not give it freely without having an in-depth conversation with the candidate about their position on municipal Home Rule.**

Remember...you know your constituents better than anyone. Helping your favorite candidate meet these needed voters and hopefully get elected, creates goodwill that goes a long way in building a strong, lasting relationship.

