



Advocate For Issues They're Connected To

What topics or issues inspire interest and passion from your residents most? If you're not sure, consider surveying your residents to learn more about what current events or public benefits they care most about. Once you've narrowed down what's important to your residents, you can start making a plan to help them advocate!

Are your residents' interests varied? It's OK to split your efforts between a handful of popular topics. For example, if half your residents said they'd like to advocate for lower cost internet and the other half are focused on improving local transportation options, you can have residents express this in individual letters to lawmakers or you can write two separate letters that residents can sign on to.

Highlight the Meaning Behind Their Efforts

Just 58% of America's eligible voters cast ballots in the last presidential election. Significantly fewer take part in midterm elections, and in local elections that take place every year. Whether it's apathy or feeling like they can't make a difference, many Americans aren't involved with the politics that can majorly impact their everyday lives. Taking steps to become involved and attempt to make a difference are big ones, and they should lead to a sense of accomplishment, even if your candidates or issues don't always prevail.

Encourage residents to research issues that matter to them so they see how advocacy has impacted legislative decision making in the past and what areas of the law still need improvement. You can keep tabs on policies, rules and regulations that impact service coordination and your residents by reading AASC's eBulletin.

Make Advocacy a Social Experience

When you're thinking about the types of advocacy your residents can pursue, focus on activities they can do together. If you're planning a letter campaign, hold a letter-writing event where residents meet at the same time and bring a snack to share with others while writing their letters. During the get-together, you can provide lawmaker contact information and basic letter supplies. You can collect the letters at the end of the event and mail them all at the same time.

If you're planning to have residents join you on a visit to a city council meeting or a lawmaker's local office, you might consider hosting a gathering afterward. Residents can discuss the visit over a meal or coffee and build relationships with neighbors who may share advocacy interests.

Many of you are working to get residents registered to vote and preparing them to cast their ballots in November. On Election Day, you might consider holding a results viewing party where residents gather to mingle and watch the poll numbers come in. Celebrate if the local issues you were advocating for win and offer encouragement to continue moving toward if it falls short.