

## Effective Advocacy: The Four "C"s

<b>CHARMING</b>	<b>CONCISE</b>	<b>CREDIBLE</b>	<b>COMPELLING</b>
Arrive early. Don't be upset if you are kept waiting, are interrupted, or told goodbye after 5 minutes.	Ask for no more than 15 minutes.	Monitor the time carefully and don't abuse it.	Use your time well; make certain you can deliver your key points and your call for action in a matter of moments.
Address Legislators properly; using Senator and Representative, not Mr. and not a first name.	Keep conversation on track. Stay on message.	Be sure of your facts. Back them up with sources. Build credibility as a source of reliable information. If you lose your credibility, you'll never get it back.	Make your case relevant to them. Do your homework and know what issues are important to them.
Begin the conversation with thanks – thanks for their time and thanks for something they did in the past.	Answer questions directly and concisely. If they ask for the time, don't give them the history of clock making.	Do not make up answers. Do not guess. Say, "I don't know, but I will find out and get back to you with that information." Then do it.	Use both a good story and data to make your case.
The tone you use is as important as the words you choose. Be positive.	Reiterate key points.	Do NOT bad mouth others.	Be passionate, but not emotional.
Converse; don't lecture. Remember, you are in no position to demand anything....no matter what	Develop a one-page summary statement. Make summary page usable and easy to pinpoint key information.	Leave the fact sheet behind.	Ask for a commitment to do something concrete.
Your goal is to make a friend, not win a fight.		Learn to accept rejection without destroying the relationship.	Be prepared to respond to opposition. It is not a simple choice between good and evil.
Provide thanks, over and over and over – from yourself, board members, constituents, etc.			Follow up promptly with a written thank-you which reiterates key points and the request for action.
Kill them with kindness. Treat Legislator and staff with more respect than even they expect.			
Stay in touch. Develop a long-term relationship.			