



## Advocacy 101

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# ADVOCACY 101

## How Can You Advocate for Change?

Workbook

# Advocacy 101

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**Very special thanks to the following volunteers who created the  
Advocacy 101 presentation and workbook.**

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Tammy Pilisuk, California

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## Learning Objectives

### What will we learn?

- Identify at least three issues MS activists work on
- Identify at least three ways you can become an MS activist
- Identify where to get more information on MS advocacy

Notes:

## What's An Activist?



“Never doubt that a small group of concerned citizens can change the world. Indeed, it is the only thing that ever has.”  
- Margaret Mead

Notes:

## What Can Advocacy Do?



- Change a Law
- Pass a Law
- Impact Regulations
- Give People a Voice

Notes:

## What MS Activists Do

**Any activity to effect social or political change...**

- Build relationships
- Educate policy makers
- Send emails or letters about legislation
- Share their MS story

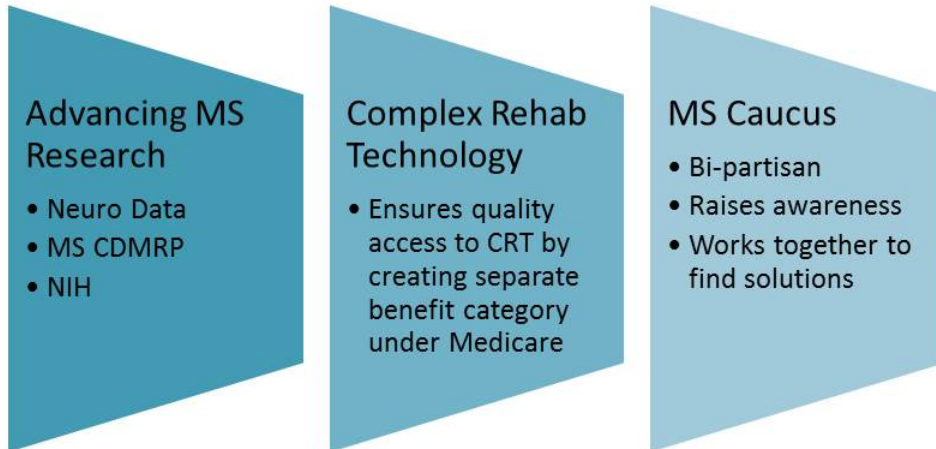
Notes:

## Words From a Few of Our Own



Notes:

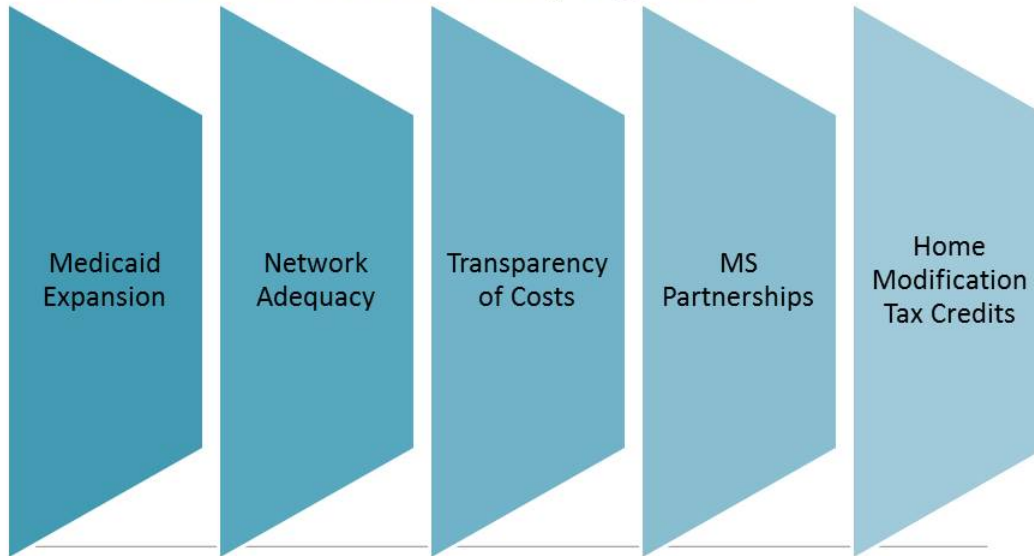
## Our Federal Priorities



Notes:



## Our Unified State Policy Agenda



### Notes:

## Additional State & Local Policy Work

- **Washington State:** Protected disabled parking privileges statewide.
- **Santa Barbara, CA:** Spearheaded improvements on accessibility to the courthouse and library leading to the formation of a County Commission on Accessibility.
- **Sun City, AZ:** Increased awareness of the location of accessible public family bathrooms.

Notes:

## How Can You Effect Change?

- Contact Your Elected Officials
- Visit with Your Elected Officials & Share Your Story
- Attend and/or Testify at Hearings
- Join a Coalition or Committee
- Create/Sign Petitions



Notes:

## The Do's and Don'ts of MS Advocacy

- **Do**

- Tell your story
- Keep it non-partisan
- Stay on topic
- Personalize your issue
- Say thank you

- **Don't**

- Try to cover too many issues
- Argue, even when you disagree
- Forget to follow up or say thank you

Notes:

## The Society Is Your Partner

- The Society can prep you on the issues
- We have templates that help you tell your story



Notes:

## Social Media and Advocacy

- **Facebook:**  
[www.facebook.com/nationalMSSociety](http://www.facebook.com/nationalMSSociety)
- **Twitter:** @MSactivist
- **Digital activist:**  
[www.nationalMSSociety.org/digiMSactivist](http://www.nationalMSSociety.org/digiMSactivist)
- **Hashtag:** Use #MSactivist on any and all social media

Notes:

## Ways to Get More Engaged

- Join the MS Activist Network
- Join a Government Relations Committee
- Be a District Activist Leader
- Become a Digital Activist



Notes:

## How Do I Get Involved?

- Call your chapter and say you want to be an MS Activist!
- Sign up for Action Alerts



Notes:



## What Issues Would You Like to Work On?

Check the issues that you'd like to work on as an Activist.

- Health Care Reform
- Prescription Drug Costs
- MS Research Funding
- Disability Rights
- Support for Caregivers
- Long-Term Care
- Parking

Other: \_\_\_\_\_

## How Do You Want to Participate?

Pick the ways in which you want to start advocating for people with MS.

- Contact Legislators via phone, email, or letter
- Visit Legislators or attend town hall meetings
- Tell Family and Friends
- Join MS Self-Help Groups
- Visit State Capitol
- Join the MS Activist Network
- Respond to Action Alert Emails
- Use Facebook
- Use Twitter
- Add Your Story to a Blog

Other: \_\_\_\_\_

## Appendix:

Below are some links to resources that can help you become a more informed advocate.

### National MS Society Information:

Website: [www.NationalMSSociety.org](http://www.NationalMSSociety.org)

Phone #: 800-344-4867

Find your local NMSS chapter's address:

<http://www.nationalmssociety.org/Chapters>

The Advocate for Change Page:

<http://www.nationalmssociety.org/Get-Involved/Advocate-for-Change>

Visit this page to:

- Join the MS Activist Network
- Become an MS Activist
- Learn Ways to Take Action Today
- Learn About Current Advocacy Issues
- Read about other activists
- Learn About Becoming a [District Activist Leader](#)

NMSS on Facebook: <https://www.facebook.com/nationalmssociety>

NMSS on Twitter: <https://twitter.com/mssociety>

### West Region Advocacy Contacts

#### Northern California

Stewart Ferry

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#### Southern California & Nevada

Tiffany Jordan

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#### Pacific South Coast

(Imperial, Orange, & San Diego Counties & Hawaii)

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#### Washington, Montana & Alaska

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#### Colorado & Wyoming

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## State Legislature Information (click to access link)

[Alaska](#)

w3.legis.state.ak.us

[Arizona](#)

www.azleg.gov

[California](#)

www.legislature.ca.gov

[Colorado](#)

www.leg.state.co.us

[Hawaii](#)

www.capitol.hawaii.gov

[Idaho](#)

www.legislature.idaho.gov

[Montana](#)

leg.mt.gov/css/default.asp

[Nevada](#)

www.leg.state.nv.us

[Oregon](#)

www.oregonlegislature.gov

[Utah](#)

le.utah.gov

[Washington](#)

leg.wa.gov

[Wyoming](#)

legisweb.state.wy.us

My State Senator is: \_\_\_\_\_

His/her website/phone#/email is: \_\_\_\_\_

\_\_\_\_\_

My State Representative or Assembly person is: \_\_\_\_\_

His/her website/phone#/email is: \_\_\_\_\_

\_\_\_\_\_

**Other notes:**

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## Congress

Go to this site to learn who your congressional representatives are: <http://www.contactingthecongress.org/>

My US Senator is: \_\_\_\_\_

His/Her website/phone#/email is: \_\_\_\_\_

\_\_\_\_\_

My Congressperson is: \_\_\_\_\_

His/Her website/phone#/email is: \_\_\_\_\_

\_\_\_\_\_

## Social Media Resources:

**Facebook:** For general Facebook tips, tricks and information, visit [www.facebook.com/help](http://www.facebook.com/help)

## Twitter:

- For general information and assistance, visit the "Twitter Help Center" at <https://support.twitter.com>
- For information on using hashtags: <https://support.twitter.com/articles/49309-using-hashtags-on-twitter#>