

# 5 ADVOCACY MISTAKES YOU NEED TO STOP RIGHT NOW

## 1 OFFERING MULTIPLE OPTIONS

**YOU know the best strategy.** Given multiple options, your advocates will get stymied and delete the request.

If calling is best right now, tell them to call. If you tell them to tweet – well, that's another topic.



## 2 NOT TARGETING

Legislative advocacy is based on **the power of the voter**, which is determined by where they live.

To maximize and leverage this power, you need to target your supporters by where they live and who their lawmakers are. Period.

## 3 NOT COLLECTING or TRACKING DATA

"If you can't measure it, you can't improve it." (Peter Drucker)

If you are not tracking & measuring your efforts, how do you know how to improve?

If you are not currently tracking your data, start now - in an excel spreadsheet, google sheet, whatever works. You can grow and add as you go along. Start somewhere.

## 4 ASKING ADVOCATES to CONTACT SOMEONE WHO is NOT their LAWMAKER

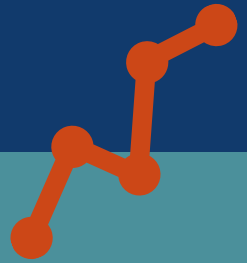
I know it seems like a good idea to tell your advocates to call Senator Collins from Maine, even if they don't live in Maine. She is a critical vote on many issues.

But she is not their lawmaker! And then:

1. Your advocates do not call their own lawmakers
2. Your members tie up her phones so her own constituents can't reach her (not good)

**Your members need to call their own lawmakers.**

## 5 NOT FOLLOWING UP



Trends show that newer donor audiences & supporters place a high value on transparency, engagement, & communication.

**You can't just ask them to do something and then go away.** Or then not tell them what happened. How did their lawmakers vote? Or say? Or tweet?

People can donate their time and money to ANY any organization. If you fail to communicate with them, they will go to an organization that does.

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