



# **Advocacy & You**

You've been doing it the whole time

## About **AARP**

- AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50-plus to choose how they live as they age.
- With nearly 38 million members and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP's membership is a diverse population that spans the spectrum of income, backgrounds, and political ideology.
- Headquarters: Washington, DC



## About **AARP** Indiana

- Statewide w/ a Focus in Four Main Communities
  - Gary
  - Fort Wayne
  - Indianapolis
  - Evansville
- Office: Downtown Indianapolis, IN
- Mission: Empowering Hoosiers 50-plus to choose how they live as they age.
- Vision: A society in which all people live with dignity and purpose, and fulfill their goals and dreams.



# AARP Indiana Membership

Approximately  
**820,000** Hoosiers



## About Jason

- Communications Director for AARP Indiana since September of 2016.
- Responsible for developing communications strategies and assisting in implementing AARP initiatives and campaigns throughout the state.
- Prior to joining AARP Jason served as the Deputy Trustee for Lawrence Township and has also been in communication roles with various campaigns, organizations and different levels of government.
- Jason is originally from Griffith, Indiana and is a graduate of Purdue University. He lives in Fishers, Indiana with his wife and two children.



## About Ambre

- Legislative Director for AARP Indiana since 2013
- Leads an innovative advocacy strategy focusing on increasing engagement, impact, and relevance for the state's growing 50-plus population.
- Prior to joining AARP Indiana, she worked in advocacy for the Indiana State Medical Association and as a legislative assistant in the Indiana General Assembly.
- Additionally, Ambre serves as a board member of the Indiana Debate Commission and is a Commissioner for the Indiana Commission for Women.
- Ambre graduated from Saint Joseph's College in Rensselaer, IN with a degree in Social Work. She calls Indianapolis home alongside her significant other, Ryan and when she isn't at the Statehouse, you can either find her running or camping.



# Why Are You Hearing From **Us**?



# Issues that Matter to the **50-Plus** and their **Families**





# Making communities more livable

A livable community is safe and secure for people of all ages and AARP Indiana works with nonprofit groups, policymakers, and citizen activists to raise awareness about a variety of issues including:

- Housing that is accessible and affordable
- Access to high-speed internet
- Reliable and convenient public transit
- Safe, walkable streets
- Access to healthy food



# Supporting family caregivers

Caring for a parent, spouse, or other loved one can be a 24/7 job that is emotionally, physically, and financially difficult. AARP Indiana works tirelessly to support family caregivers, striving to make their big responsibilities a little bit easier.



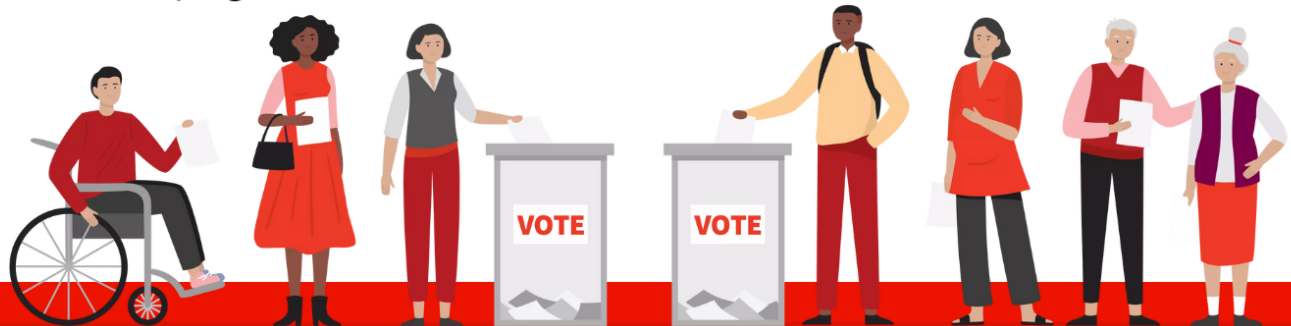
# Fighting for safe, high-quality care options

The COVID-19 pandemic exposed the challenges facing our long-term care system. Older Hoosiers who worked hard their entire lives were confronted with an out-of-date system and subpar nursing homes and other long-term care facilities. AARP Indiana wants to make sure that Hoosiers have options when it comes to their long-term care, which includes investing in home-and community-based services so they can live independently at home — where they want to be.



# Voter Engagement

With more than 30 years of non-partisan voter engagement, AARP informs voters about candidates' positions on critical issues that impact the lives of people 50-plus and their families. AARP does not endorse candidates or make contributions to campaigns or political parties.



# Ensuring financial security

Whether it's preparing for their future in retirement or helping experienced workers thrive at their jobs for as long as they need or desire, AARP is working to ensure financial security for older Hoosiers. AARP offers resources that include a job board, resume advisor, and a skills builder to help older workers stay competitive.



What is **Advocacy**?  
What is **Lobbying**?  
Are they the **Same**?



# What Does it Mean to be an **Advocate**?

- Dictionary Definition
  - To speak or write in favor of a cause
  - Recommend or support publicly by argument
  - One who acts on behalf of another
  - A champion, proponent, or backer



# Advocating & Lobbying **Without Fear**





## Green Light

- **SELF-DEFENSE:** Communication on any legislation that would affect an organization's existence, powers and duties, tax-exempt status, or deductibility of contributions.
- **TECHNICAL ADVICE:** Providing technical advice to a governmental body in response to a written communication.
- **NON-PARTISAN ANALYSIS:** Studying community problems and their potential solutions is considered non-partisan if it is "an independent and objective exposition of a particular subject matter...(which) may advocate a particular position or viewpoint so long as there is a sufficiently full and fair exposition of pertinent facts to enable the public or an individual to form an independent opinion or conclusion"



## Green Light

- **EXAMINATIONS & DISCUSSIONS:** Of broad social, economic, and similar problems. Communication with the organization's own members with respect to legislation which is of direct interest to them, so long as the discussion does not address the merits of a specific legislative proposal and or call for action.
- **REGULATORY & ADMINISTRATIVE ISSUES:** Communication with the governmental officials or employees on non-legislative (i.e. administrative) matters e.g. rulemaking.



# What Does an **Advocate** Look Like?



# What Influences a Policymaker?

- How large is the problem and does it have a practical solution?
- What impact does it have on his/her district?
- What is the cost?
- How do organizations, individuals, businesses feel about this issue?
- What is the media saying?
- What do my constituents say?

# Steps to Getting What **You Want**

- Advocate
- Educate
- Legislate
- Litigate

## Developing Ongoing Relationships **With Policymakers**

Why it's important:

- Lawmakers need good info about what's happening in their districts to make informed decisions.
- Relationships help create two-way accountability.
- Building credibility takes time, but long-term relationships are more productive than being temporarily loud.



# Developing Ongoing Relationships **With Policymakers**

How to do it:

- Know which policymakers and agencies serve your entire service area at the federal, state, and local levels.
- Reach out before you need something.
- Invite them to meetings and events – even if they are not on your side.
- Be sure to thank and recognize good work, and to pair areas needing improvement with solid recommendations.



# Effective Messaging

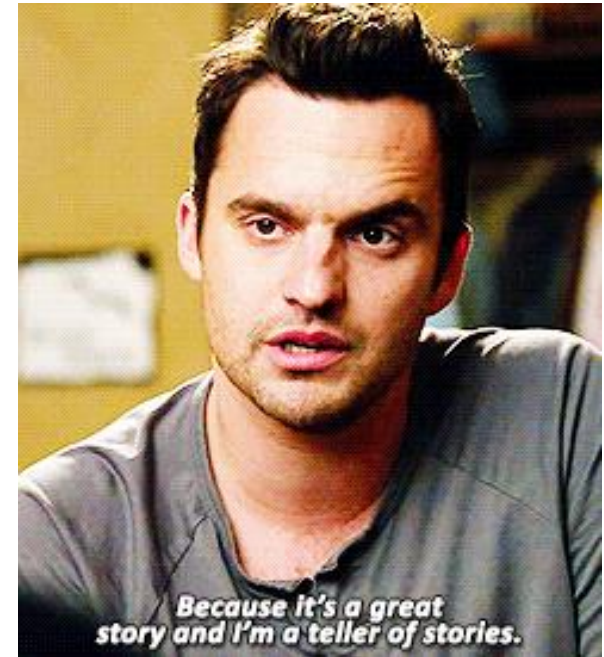
- Know Your Audience
- The Three C's
  - Clear
  - Concise
  - Compelling
- There are so many ways to be an effective advocate and ALL are important.
- Take your time, do what feels comfortable, and have fun!





## Personal Touch

- Make It Personal/Tell Your Story
  - Stay Focused
- Hook, Line and Sinker
  - Introduction
  - Talking Points
  - Request
- Remember: You don't have to know all of the answers or statistics. There are resources to help you.



## Staff Count **Too**

- Legislative Aides
- Office Staff
- Interns



## Ways to **Advocate**

- Volunteers
- Coalitions
- Boards and Commissions

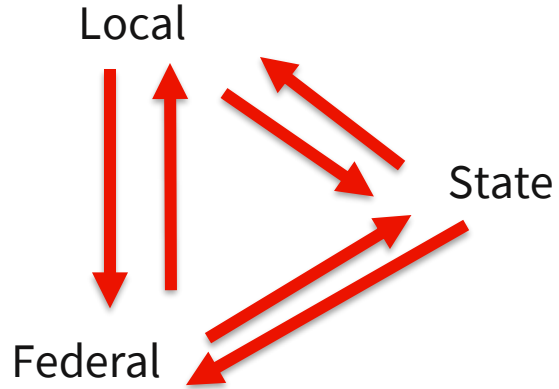


## Ways to **Advocate**

- Video
- Social media
- One pagers
- LTEs
- Op-eds
- Grassroots tactics



## It All **Connects**

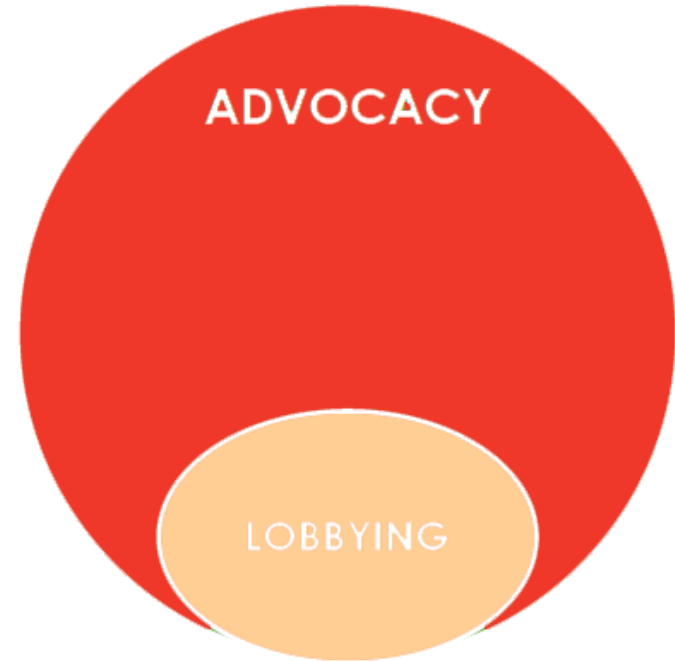


# Advocating & Lobbying **Without Fear**





# What is **Lobbying**?



# Keys to Effective **Lobbying**

- Brevity
- Accuracy
- Preparation
- Courtesy
- Protocol
- Appreciation



## Red Light

Nonprofits may not engage in:

- Partisan political activities, such as:
- Endorsing or opposing a candidate, or mobilizing supporters to elect or defeat a candidate
- Align with or contribute to political parties



# Definitions of **Lobbying**

## **DIRECT LOBBYING**

- Defined as an attempt to influence legislation by stating a position on specific legislation to legislators or other government employees who participate in the formulation of legislation or urging your members to do so.

## **GRASSROOTS LOBBYING**

- Defined as an attempt to influence legislation by stating a position on specific legislation to the general public and asking the general public to contact legislators or other government employees who participate in the formulation of legislation.



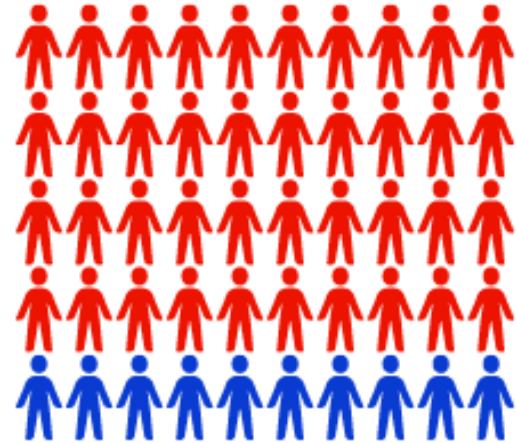
# Know the Game

## Indiana General Assembly

- Republicans in the Indiana General Assembly hold a supermajority in the House and Senate.
- While it doesn't usually happen, the Republicans could conduct business without anyone from the opposing party being present.



**House**



**Senate**

# Know the **Players**

## Governor



Eric J. Holcomb

## Lieutenant Governor



Suzanne Crouch

## House



Todd Huston  
Speaker of the House



Phil GiaQuinta  
Democratic Leader

## Senate



Rodric Bray  
President Pro Tempore



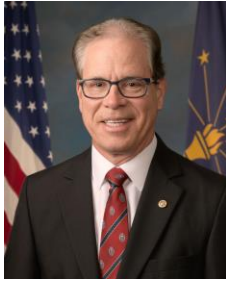
Greg Taylor  
Democratic Leader

# Know the **Players**

## U.S. Senate



Sen. Todd Young



Sen. Mike Braun

## U.S. House



Rep. Frank Mrvan



Rep. Rudy Yakym



Rep. Jim Banks



Rep. Jim Baird



Rep. Victoria Spartz



Rep. Greg Pence



Rep. Andre Carson



Rep. Larry Bucshon



Rep. Erin Houchin



# Know the **Players**

Use the ‘Find Your Legislator’ feature for every district that your service area covers.

## Find Your Legislator

Please enter your home address to get your legislator information.

📍 Street Address

Please enter a complete address. (Example: 1111 E County Road 111S)

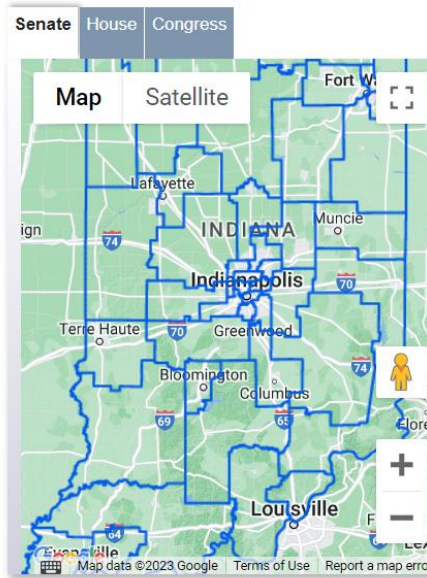
📍 City

Please enter a city. (Example: Indianapolis)

📍 State

📍 Zip

Please enter a zip code. **Numbers Only**. (Example: 46204)



<https://iga.in.gov/legislative/find-legislators/>



# Questions?





# THE LEGISLATIVE DIRECTOR **TALKING ABOUT** LEGISLATIVE THINGS

VISIT [AARP.ORG/LEGISLATIVETHINGS](https://www.aarp.org/legislativethings) TO LISTEN TO THE PODCAST AND WATCH THE VIDEO



# Contact Us

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 [aarp.org/IN](http://aarp.org/IN)

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