



# Animal Advocacy 101

## Jenifer J. Martin, J.D. and Dog Lover

# Tonight's Agenda

- Basics of government policymaking
- Review steps in effective advocacy
- Best practices in communicating with policymakers
- Apply to case study: Senate Bill 496
- Tools and resources to learn more

# Vito – Detroit K9 Dog

**Police K9 died in hot car because handler didn't follow policy, officials say**



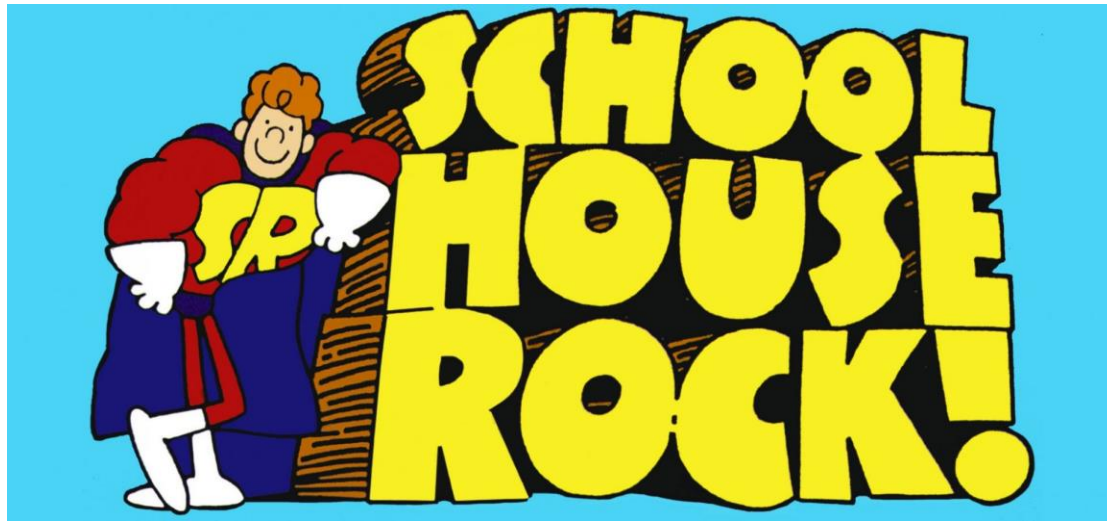
Fox 2 News Report  
August 27<sup>th</sup>, 2018



August 29<sup>th</sup>, 2018 Article

# Schoolhouse Rock

- Kids in the House: How Laws Are Made



- Library of Congress:  
<https://www.congress.gov>

# Overall Principles

- Success is dependent on both *substance* and *relationships*
- Please, please be gracious
- First impressions matter
- Rational v. Emotional
- Congenial v. Adversarial

# Overall Principles

- Process expertise
- Broad application
- Etiquette and protocol
- No gum, hair twirling, nail picking...
- Please, turn off and store your phone
- It's not rocket science!

# Steps in Effective Advocacy

## Step #1: Identify Issue/Problem

- Be informed: subscribe to paid media
- Develop expertise as a potential resource
- Understand all sides of the issue, and all arguments pro and con

# Steps in Effective Advocacy

## Step #2: Identify/Clarify Goal (*most important step!*)

- Develop the “ask”
  - Proactive/Reactive?
  - Policy Vehicle: Law/Regulation?
  - Include short, intermediate, and long-term goals/objectives
  - Include acceptable compromises
  - Understand political context and reality



# World Peace?

- Be as clear as possible about what you are asking the policymaker/decisionmaker to do
- If appropriate, include the specific legislation/vehicle that addresses the issue, the lead sponsor, and the timing of future actions

# Sample “Ask”

“I’m writing to urge you to vote “yes” on Senate Bill 496, sponsored by Senators Hertel and Jones, which would prohibit the owner of an animal from leaving it in an unattended vehicle under conditions that endanger the health of the animal, and would provide for penalties accordingly. This bill will be considered on the floor of the Senate next week.”

# Steps in Effective Advocacy

## Step #3: Identify Decision Maker

- Identify and understand target audience
  - Importance of elections
  - Know your elected officials at all levels
  - VOTE
  - Volunteer time, \$ and expertise
- Who influences the decision maker?
  - Media, constituents, special interest groups

# VOTER IDENTIFICATION CARD

City: ANN ARBOR CITY

County: WASHTENAW

Ward 2 Precinct: 1

Date: 06/27/12

F  
O  
L  
D

Listed below are the various districts in which you reside:

US Congressional: 12

State Senate: 18

State Rep.: 55

County Comm.: 7

School District:

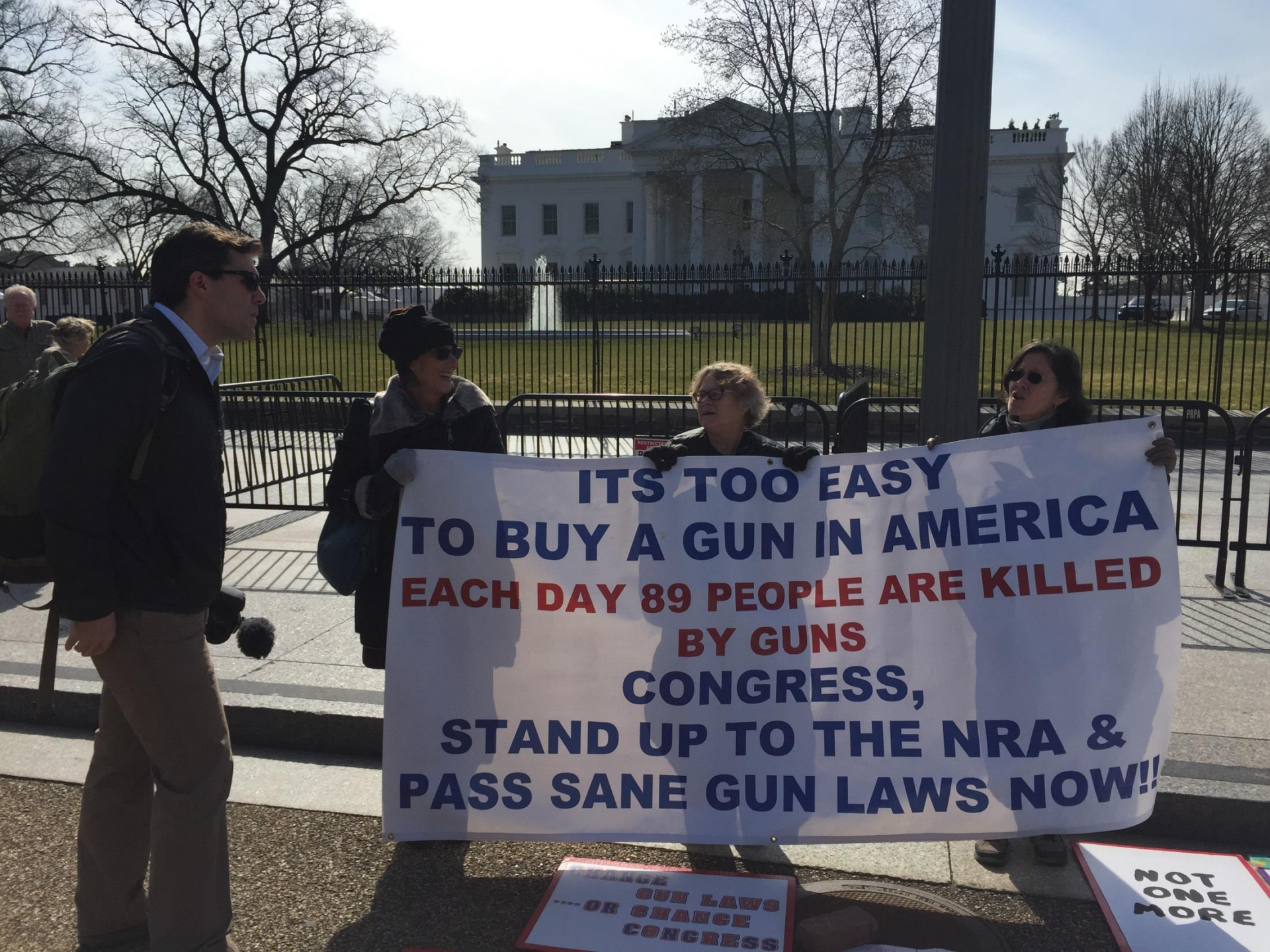
ANN ARBOR PUBLIC SCHOOLS

**CITY OF ANN ARBOR**

JACQUELINE BEAUDRY, CITY CLERK





A group of people are gathered in front of the White House, holding a large white banner. The banner has text in blue and red. In the foreground, there are two smaller signs on the ground. The background shows the White House, a black metal fence, and bare trees under a clear sky.

**ITS TOO EASY  
TO BUY A GUN IN AMERICA  
EACH DAY 89 PEOPLE ARE KILLED  
BY GUNS  
CONGRESS,  
STAND UP TO THE NRA &  
PASS SANE GUN LAWS NOW!!**

**CHANGE  
GUN LAWS  
OR CHANGE  
CONGRESS**

**NOT  
ONE  
MORE**

# Steps in Effective Advocacy

## Step #4: Identify/Cultivate Champion

- Develop “champion”
  - Two key roles:
    - Investment/commitment of an internal leader
    - Intelligence and info/notice of opposition activities

# Steps in Effective Advocacy

## Step #5: Affiliate/Build Coalition

- Affiliate: identify/organize and join local groups/organizations that share your goal to build/mobilize grassroots (elected officials typically respond to their constituents)
- Leverage organizations' strengths by uniting stakeholders around the goal

# Tools and Resources: Michigan

- Michigan Pet Fund Alliance (refers to Attorneys for Animals for a legislative tracker:  
<http://www.attorneysforanimals.org/>)  
[www.michiganpetfund.org/advocacy/michigan-legislation/](http://www.michiganpetfund.org/advocacy/michigan-legislation/)

- Michigan's Political Action Committee for Animals

(Facebook page at  
<https://www.facebook.com/MichiganPAC/>)



# Tools and Resources: National

- Humane Society of the U.S.  
[www.humanesociety.org/](http://www.humanesociety.org/)

- Best Friends Animal Society

[bestfriends.org/our-work/best-friends advocacy](http://bestfriends.org/our-work/best-friends-advocacy)

- Center for Biological Diversity

<https://www.biologicaldiversity.org/>

# Steps in Effective Advocacy

## Step # 6: Identify Opportunities to Engage with the Decisionmaker/ Policymaker:

- Cultivate personal relationships
- Conduct in-person, face-to-face meetings
- Provide testimony in public hearings (for example, city council meetings)
- Hold briefings/participate in elected officials' "town hall" meetings
- Invite decision/policymaker to come to you – visit project, attend events, etc.

# Steps in Effective Advocacy

## Step # 6: Identify Opportunities to Engage with the Decisionmaker/ Policymaker:

- Mail – Write Letters
- Email
- Grassroots efforts/events
- Media: op/ed, place articles strategically
- Social media (Facebook, twitter, blogs)
- Participate in campaign activities

# Post-2016 Momentum

- Local advocacy tactics
  - Attend town hall meetings/coffees and ask questions/demand answers
  - Non-town hall events: parades, etc.
  - District office meetings/sit-ins if necessary
  - Coordinated phone calls at strategic moments

# Best Practices/Effective Preparation

- Who will support/oppose your efforts?
  - Thoroughly understand opposition
- Refine message: Include arguments refuting the opposition in your message
- Strong oral and written communication
  - Be brief, concise and to the point
  - 8 minute rule
  - Prepare talking points

# Generic Template

- “Thank you,” for taking the time to meet with me today...”
- Introduce yourself and identify the reason for the visit (i.e., specific bill)
- 8 Minute Rule (practice!)
- Explain why they should care about your issue (this is important to their constituents, they are a member of a relevant committee with an upcoming vote, etc.)
- Provide information, and address opposing points of view to arm them with answers to likely questions
- Offer to serve as a resource and provide follow up information

# Applying the Template

- “Thank you for taking the time to meet/talk with me today...”
- “I am a volunteer at the Humane Society of Huron Valley, and I am passionate about animals. I do not represent the organization, but this issue is very important to me.”
- “I urge you to vote for Senate Bill 496, which would protect animals from being left unattended in vehicles under conditions that endanger their health due to extreme temperatures...”

# Followup

- This is critical!
- Write thank you notes!
- Offer your assistance, serve as a resource, answer questions, provide information
- Maintain contact and stay in touch



# Apply the Steps: Case Study

As an advocate for animals, how would you use these steps to develop a strategy to advance Senate Bill 496?

# Tools and Resources

- Secretary of State: Voter registration, Michigan election information, etc.:

[www.mi.gov/sos](http://www.mi.gov/sos)

- Michigan Legislature: Information on legislation, committees, schedules, legislators, etc.

<http://www.legislature.mi.gov>

# Discussion...

Questions, Ideas or Feedback?