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| ADVOCACY 101 | |
| <p>Robbin Morrison Taylor Vice President for Public Affairs Western Kentucky University</p> | |

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|---|---|---|
| LOBBYIST | | |
|  |  |  |
| What my friends think I do. | What my parents think I do. | What the other side says I do. |
|  |  |  |
| What society thinks I do. | What I think I do. | What I actually do. |

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| THIS IS NOT ROCKET SCIENCE | |
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IT'S ALL ABOUT...

- RELATIONSHIPS
- COALITIONS – POWER IN NUMBERS, NATURAL CONSTITUENCIES, GRASS ROOTS
- COMPROMISE



RULES OF ENGAGEMENT

- BE HONEST
- BE POLITE
- BE POSITIVE BUT PERSISTENT
- UNDERSTAND AND EXPLAIN BOTH SIDES
- NO SURPRISES
- SAY THANK YOU



IT'S ALL ABOUT RELATIONSHIPS!

*THE BEST TIME TO BUILD
RELATIONSHIPS IS WHEN YOU
DON'T NEED THEM!*



ALL POLITICS IS LOCAL

- **CULTIVATION**
– GET TO KNOW YOUR LEGISLATORS
- **STEWARDSHIP**
– INVITE, INFORM, ENGAGE
- **SAY THANK YOU**



PRO-TIPS

- **IDENTIFY LEGISLATORS WITH COMMON INTERESTS**
- **FOLKS FROM HOME**
- **COMPELLING STORIES**



REMEMBER... IT'S ABOUT RELATIONSHIPS!

- **BUILD TRUST**
- **KNOW YOUR LEGISLATORS**
- **KNOW YOUR ADVOCATES**



QUESTIONS?

THANK YOU!

LEARN MORE AT:
<http://www.lrc.ky.gov>