UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Advocacy 360
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COMPETENCY: ADVOCACY

• Level 1: Foundational
  – Identifies and discusses fundamentals of advocacy practice and theory
  – Utilizes best practices in advocacy and political efforts
  – Acts as a political advocate
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

• NEA Strategic Goal
  – 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  – Advancing NEA’s legislative agenda
Organizing Wins

• Protects our profession
• We have the strength
• Organizing wins
Exercise: Organizing Wins

- Discuss with your colleagues some major, recent wins.
- Identify one issue or cause.
Keep in mind why you’re lobbying

• You’re the expert!
• Know your limits
• Play to your strengths
Exercise: Why are you lobbying?

• Think about some issues facing your local, your worksite, your district, and your state.

• Identify one issue or cause around which you would like to organize a lobbying campaign.
Mock Town Hall Activity

- Townhallproject.com
- Always RSVP
- Educators are the most respected voice in their community
- Identify yourself as an educator and remember to make your ask.
Session Outcomes

The content from this session can be used in the following ways in your current position/role:

– Become a better advocate for your profession/association
– Learn how to ask a question and get the right answer
Closing

• Please complete the evaluation for this breakout session by using the **NEA Summit Mobile APP**!

• Please visit the Leadership Development Resources website at [www.nea.org/leadershipdevelopment](http://www.nea.org/leadershipdevelopment)