2022 Budget Training Academy: Advocacy 101

July 20, 2022

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www.advocatesforohio.org
Advocates for Ohio’s Future (AOF) is a nonprofit, nonpartisan coalition of over 500 state and local health and human services policy, advocacy, and provider organizations that promotes health and human service budget and policy solutions so that all Ohioans live better lives.

Our coalition believes in investing in our state’s most valuable resource—our people—to ensure that they are safe, healthy, and can access pathways to prosperity for themselves and their families.
AOF Membership

Steering Committee

Access to physical and behavioral health care
Nutrition Support
Safe and affordable housing
Services for older adults and people with disabilities
Expanded home and community based services
Early childhood care and education
Workforce development
Broadband access and affordability
Transportation
FAQs

This webinar is being recorded in full

Recording and slides will be sent out to all registrants by tomorrow morning

• Recording and slides will also be available at https://www.advocatesforohio.org/budget-training-academy

Have a question? Send it through the chat box or submit in the Q&A
The Center for Community Solutions

We improve health, social and economic conditions through nonpartisan research, policy analysis, communications and advocacy.

www.communitysolutions.com

Twitter: @CommunitySols
Budget Training Academy

Advocacy 101

July 20, 2022
Agenda

• Advocacy Basics
Advocacy Training Learning Objectives

• Understanding lobbying vs advocacy
• Identify 4 effective advocacy methods
• Communicate effectively with elected officials
Why Advocate?

• Service is not enough
• Government policies affect everyone
• Government controls funding for important services
• Policymakers care about and need your expertise
Public Policy Activities

Education
(being a resource)

Advocacy
(working on issues)

Lobbying
(working on bills)
Advocacy Definition

• Public support for or recommendation of a particular cause or policy
• Advocacy is used in the promotion of a cause or principle, often times that lead to a selected goal
• Advocacy is *just one way* to approach a problem
• Advocacy does not necessarily involve confrontation or conflict
Lobbying

• Working to influence the outcome of a specific piece of legislation or executive agency decision

• Two types of lobbying:
  • Direct lobbying - you interact with the decision maker
  • Grassroots lobbying - you encourage others to interact with the decision maker

• Lobbying is a legal term defined by IRS regulations and state and federal law

• Money spent on lobbying needs to be tracked and there are limits on how much you can spend
Policymakers Find it Easier to Say “Yes” to Your Advocacy If...

- They have a relationship with you and your organization
- They have reason to trust the information you present
- They know who you speak for
- They know how you relate to their community & constituents
- They know you have strong media relationships
Four Advocacy Methods

1. Personal Phone Call
2. Personal Letter
3. Personal Visit (even virtual!)
4. Personal E-mail
Personal Phone Call

• Don’t expect to speak to the legislator
• Be pleasant to the staff (ask for the name of person you’re speaking with)
• Let them know if you are a constituent (phone ID can tell them that already)
• Try to sound like yourself
• Know your expertise/What gives you credibility?
• Keep it short
• Be a good listener
• Have a clear “ask”
Personal Letter

- Personalize the letter
- Relate your experiences
- Keep it short
- Address one issue
- Hand written is preferred
- Always include your home address
- Always ask for a reply
The Honorable __________________
(governing body if sending to office)
address of governing body

Spell their name correctly!!!

The Honorable Congresswoman Shontel Brown
United State House of Representatives, District Office
4834 Richmond Rd # 150
Warrensville Heights, OH 44128
Personal Visit (even if virtual)

- Schedule meeting in advance
- Schedule meeting with legislator and other constituents if possible
- Dress appropriately
- Be on time, early if possible (but don’t be surprised if you have to wait)
- Start with compliment and thank them first
- State briefly, clearly, and concisely what issue(s) you want to discuss
- Personalize the issue
- Be a good listener
- Have a clear “ask”
- Invite legislator to visit your organization
Personal Email

• Sometimes the legislature, both state and federal, move faster than snail mail
• Sometimes a letter won’t be received until well after the bill has passed (or failed)
• Personal e-mails are preferred to form letter style emails
Social Media

• Don’t be afraid to talk to legislators via social media
• Tag them in posts to start conversation or to inform
• Encourage your followers to share or retweet your posts or to talk to legislators directly
• Use graphics, tables, photos or video to accentuate your points
• If using emails, do not use all capital letters
Contact Us

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Sign up for our newsletter:
www.communitysolutions.com

@CommunitySols
Engagement and Policymaking Process
Ways That We Engage in Policymaking

• Follow legislation through the committee hearing process
• Connect with legislators based on issue areas of interest
• Offer testimony
• Connect with stakeholders
Engaging with Policymakers

• Learn who represents you at the Statehouse: https://www.legislature.ohio.gov/legislators/find-my-legislators

• Stay up to date on legislation by connecting with pertinent committee chairs’ offices

• Make the most of meetings (virtual, in-district and in Columbus)
Legislative Process

Idea for Policy Change; Legislative Service Commission (LSC) drafts bill

Bill is introduced and referred to Committee; LSC produces documents

Committee hears sponsor, proponent, opponent, and interested party testimony

Committee votes bill out and it moves to full chamber for a vote

Chamber votes on bill and with majority vote, it moves to other chamber to repeat the process
Welcome.

We’re glad you’re here.
We encourage you to explore, connect and engage.
Committee Notice

Ohio House of Representatives

ANNOUNCEMENT OF COMMITTEE MEETING

COMMITTEE: Finance
CHAIR: Scott Oelslager
DATE: Tuesday, May 31, 2022
TIME: 10:30 AM
ROOM: Room 313

AGENDA

<table>
<thead>
<tr>
<th>BILL</th>
<th>SPONSOR</th>
<th>TITLE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>H.B. No. 687</td>
<td>Rep. Oelslager</td>
<td>Intend to enact legislation making capital appropriations</td>
<td>2nd Hearing</td>
</tr>
</tbody>
</table>

Finance Committee

Scott Oelslager  
District 48 | R

Phil Plummer  
District 40 | R

Bride Rose Sweeney  
District 14 | D

Cindy Abrams  
District 29 | R
State Budget Process

- Governor introduces budget proposal (Late January of odd years)
- Budget bill introduced in House, referred to House Finance Committee (February)
- Different issue areas of budget heard in House Finance Subcommittees (e.g., Health & Human Services, Education, etc.)
- Budget bill returns to full Finance Committee, changes are made, substitute bill reported to House of Representatives
- House of Representatives passes budget bill (Mid-to-late April)
State Budget Process (continued)

1. Budget bill introduced in Senate, referred to Senate Finance (Late April)
2. Budget deliberations are heard in Committee OR in subcommittee
3. Changes made in Senate Finance, substitute bill is reported out to Full Senate
4. Senate passes budget bill (Early June)
5. Conference Committee deliberates and agrees on changes to budget bill (Mid-to-late June)
6. House and Senate concur with changes made in Conference Committee
7. Governor signs budget bill, likely with line-item vetoes (By June 30)
Operating Budget Process

Christina Frass, Assistant Director, Office of Budget and Management
OBM Mission

To provide financial management and policy analysis to help ensure the responsible use of state resources.
What we do

Coordinate, develop, and monitor agency operating and capital budgets
What we do

Review, process, and report financial transactions made by state agencies
What we do

Assist the Governor and state agencies by providing policy and management support of the state’s fiscal activities
Ohio Biennial Budgets

Operating
FY2022-2023
• Main Operating
• Transportation
• Bureau of Workers Compensation
• Ohio Industrial Commission

Capital
FY2023-2024
Ohio Budget Process

Preparation
July 2022 through February 2023

Legislative Process
February 2023 through June 2023

Implementation
July 2023 through June 2024

Audit & Evaluation
July 2024 through June 2026
Preparation & Approval Process (FY 24-25 Operating)

**Ongoing**
Agencies meet with stakeholders to gain insights

**July 19, 2022**
OBM releases budget guidance

**August - September**
Agencies determine priorities and work with their budget leadership teams

**Late September Early October**
Finalize details, coordinate with GOV policy team

**October - November**
Budget request due to OBM

**Mid-Late October**
Technical budget review by OBM analyst

**November**
OBM Analysts review budget request, asks follow-up questions

**December**
OBM prepares initial recommendations, meet with Governor’s Office

**January**
Executive Budget funding levels and legislation finalized

**January 31, 2023**
Governor’s Executive Budget Submitted to the General Assembly “Blue Book” released

**Early-Mid February**
Budget Bill introduced, OBM budget testimony in House Finance

**Feb – March – April**
House budget hearings, directors testify in subcommittee hearings

**April – May – June**
Senate budget hearings

**Mid-June**
Conference Committee

**July 1**
Happy Fiscal New Year!
THANK YOU
Next Up: HHS 101

Don’t forget to sign up for our next Budget Training Academy webinar coming up Wednesday August 17th at 10:30am featuring state HHS agency insiders

• Register HERE

Recording and slides will be sent out to all registrants by tomorrow

• Recording and slides will also be available at https://www.advocatesforohio.org/budget-training-academy