

ADVOCACY TIPS

- 1. Vet candidates during your state's primary elections.** Do your homework to better understand whether a candidate is someone who will make decisions in the best interests of the people or for special interest groups. Once you have identified which candidate is open-minded and not tightly aligned with special interests, support his/her campaign by sponsoring coffees, distributing yard signs, etc. *Being proactive is crucial, as you will have little choice in who will represent you after the slate of candidates is narrowed.*
- 2. Vote for open-minded individuals who are critical thinkers.** It's important to select candidates who share your stance on particular issues, but also consider how equitable, ethical and open-minded candidates might be as they are faced with new challenges. Do your part to elect officials who can understand the complexity of issues like health freedom.
- 3. Know your state legislators and their policy interests.** Schedule meetings with them to talk about the issues they care about. Personal, one-on-one meetings back in your legislators' home districts have the greatest influence.
- 4. Take a friend with you** if meeting with your legislators makes you feel nervous. Most legislators are down to earth and want you to like them. So try and put any worries aside.
- 5. You stand for thousands, so make sure to represent them well.** When you get an appointment with your legislator: (1) be polite and respectful of your elected official's time; (2) dress professionally to make a trustworthy impression; and (3) be prepared to discuss three points or questions that you've written out ahead of time. All you need is a few sentences; five minutes is a good start!
- 6. Have a clear and focused message.** STAND FOR HEALTH FREEDOM is committed to helping advocates with clear messaging. Check our advocacy portal regularly for updates on issues of importance and effective messaging to take to your legislators.
- 7. Communicate your message in multiple ways.** Follow up your emails with a phone call. Follow up your phone calls with a meeting. An email is much better than no contact. Layered contact is best.
- 8. Make your message personal.** Personalize the digital messaging on STAND FOR HEALTH FREEDOM to communicate how the issue impacts your family or your organization. Make sure to use positive messaging. Do not speak from a place of fear, anger or resentment.
- 9. Make a clear and reasonable request regarding something your legislator can influence.** Not every official can influence the outcome of every issue. STAND FOR HEALTH FREEDOM will help focus the appropriate messaging for the appropriate person in influence.
- 10. Stay informed.** Subscribe to **STAND FOR HEALTH FREEDOM** to stay informed of opportunities to take a stand. It's also a good idea to subscribe to your elected officials' newsletters to better understand their interests and how they use their time.
- 11. Say thank you.** After the issue is finalized, let your elected officials know that you are aware of how they voted. If important legislation dies or fails to move out of committee, it's also a good idea to let your legislators know why the issue matters to you—and how you want them to vote in the future. Always be authentic, sincere and kind.

Stand with us at www.standforhealthfreedom.com