



FRONTERA

Advocacy and Lobbying Basics

**WTRPD Breakout Session
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YES.

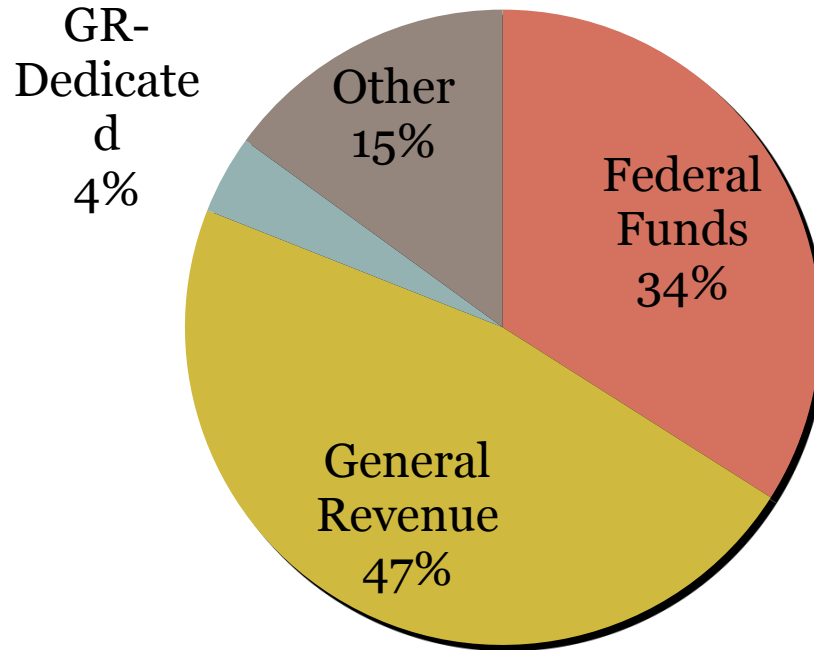
NONPROFITS CAN LOBBY.

The Six States of Texas

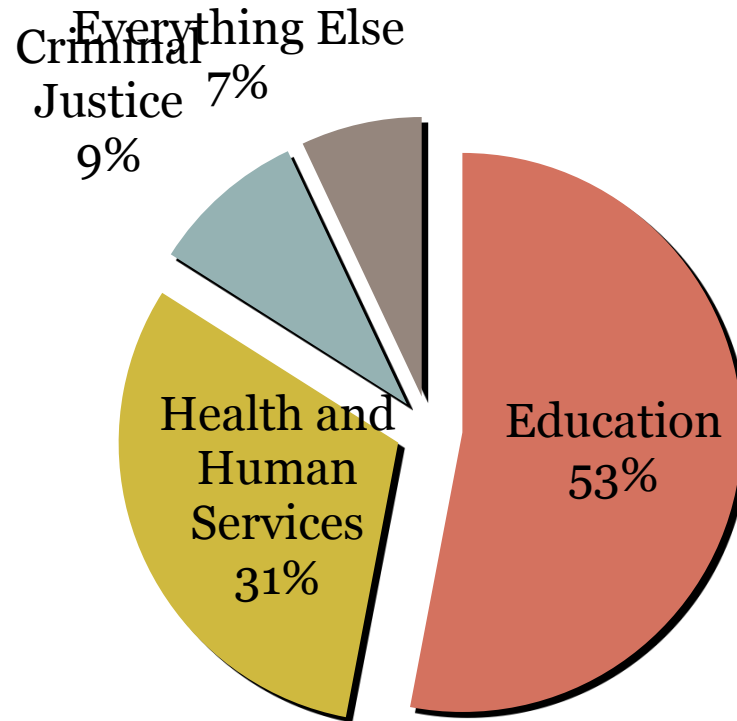


Where does Texas get its money?

**\$200 BILLION in Fiscal
Years 2014-15**



How does Texas spend General Revenue money?



\$95,000,000,000 in Fiscal Years 2014-15

How to Win.

1. Focus Focus Focus
2. Build Credible Research Case
3. Recruit and Support Believable Messengers
4. Work Political Process with Pragmatism
5. Partner with Government before You Win

Focus

If you try to do everything, you will do nothing.

What matters most?

Who determines what matters most?

How is it determined?

Build Credible Research Case

Not all research is received in same way.
Same numbers can have very different reception.

Who are the most important audiences?

Who do they believe?

How do you balance research and advocacy?

Unexpected Messengers

You are the worst messengers for your cause.

Who are your unexpected allies?

Who will surprise people?

Who will be believed by powerbrokers?

Pragmatism is OK

Incrementalism works.

Small victories compound for big wins.

Success creates enthusiasm.

What small wins can you have?

How do you sustain your efforts over time?

Prepare to Win

Partner with the people and agencies who have to implement your brilliant ideas.

What public sector entities are impacted?

What private sector entities are impacted?

How do you gain their support?

A Tale of Two Bills

- **House Bill 357:** Pre-K for kids of KIA and injured first responders.
- **House Bill 97:** Vaccines to prevent cancers available to minors without parent consent.

What did he just say?

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