**SLIDE 1:**

**2024 Annual Conference on Independent Living**

**BACK TO THE FUTURE**

**Presented by the National Council on Independent Living**

**Alt text: Conference Logo: Black sans serif text says, “BACK TO THE FUTURE”. To the right, digital font in bright, bold orange says, “2024”. Underneath, [NCIL Logo: National Council on Independent Living] Annual Conference on Independent Living.**

**SLIDE 2:**

**Building an Action-Oriented**

**Advocacy Network**

**Workshop 2.3**

**July 22, 2024**

**Russell Dawson Rawlings, CFILC, Community Organizing Manager**

**Dan Okenfuss, CFILC, Public Policy Manager**

**SLIDE 3:**

**Goals**

**Using online tools to engage consumers in your advocacy campaigns.**

**Developing a campaign message.**

**Identifying the campaign’s targets.**

**Educating consumers to take action.**

**Assessment and results of campaign.**

**SLIDE 4:**

**Community Organizing**

**How did we get here?**

**California Foundation for Independent Living Centers**

**California State Independent Living Council**

**DOnetwork**

**LTSS4all Coalition**

**SLIDE 5:**

**Case Study: Budget Cuts**

**Focus of Campaign:**

**Oppose state budget cuts to social services for older adults and people with disabilities.**

**Goals:**

**Engage consumers to contact governor and legislators to reject these cuts.**

**SLIDE 6:**

**Case Study: Budget Cuts**

**Campaign message points:**

**Stock message developed by coalition leaders.**

**Custom field for consumers to add personal stories of how these budge cuts affect their lives and their families.**

**SLIDE 7:**

**Case Study: Budget Cuts**

**Use of digital platform to stage this campaign.**

**Creation of coalition organizing hub document.**

**Links to our website advocacy alert page for submitting emails to governor and targeted legislators.**

**Scheduling and promoting call-in advocacy events.**

**Advocacy events staged in northern and southern California.**

**SLIDE 8:**

**Campaign Assessment**

**Campaign challenges**

**Understanding the state budget process.**

**Limited in-person testimony opportunities.**

**Increased importance of emails, letters, phone calls, etc.**

**Evolving message limitations.**

**SLIDE 9:**

**Campaign Assessment**

**Measuring Campaign Data**

**# of campaign participants**

**# of emails sent to Governor and legislators**

**# of personal visits to legislator offices (district and Capitol)**

**# of phone calls.**

**SLIDE 10:**

**Campaign Assessment**

**Campaign results – “Did we win?”**

**Outcomes**

**Budget cuts avoided or reduced?**

**Follow-ups and Next steps?**

**SLIDE 11:**

**Questions?**