

>> SLIDE 1

**BACK TO THE
FUTURE** 2024

 **NCIL ANNUAL CONFERENCE ON INDEPENDENT LIVING**

2024 Annual Conference on Independent Living

BACK TO THE FUTURE

Presented by the National Council on Independent Living

>> SLIDE 2

Building an Action-Oriented Advocacy Network

Workshop 2.3

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>> 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 budget 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?