

# Using Your Moral Power

Advocacy 101



# morality

*principles concerning the distinction  
between right and wrong*

# power

*the capacity to direct or influence the  
behavior of others or the course of events*



Your moral power is the ability to influence the decisions of officials elected to represent you\*.

*\*Even if you didn't vote for them, they still represent you!*



# constituency

*a body of citizens entitled to elect a representative*

# representative

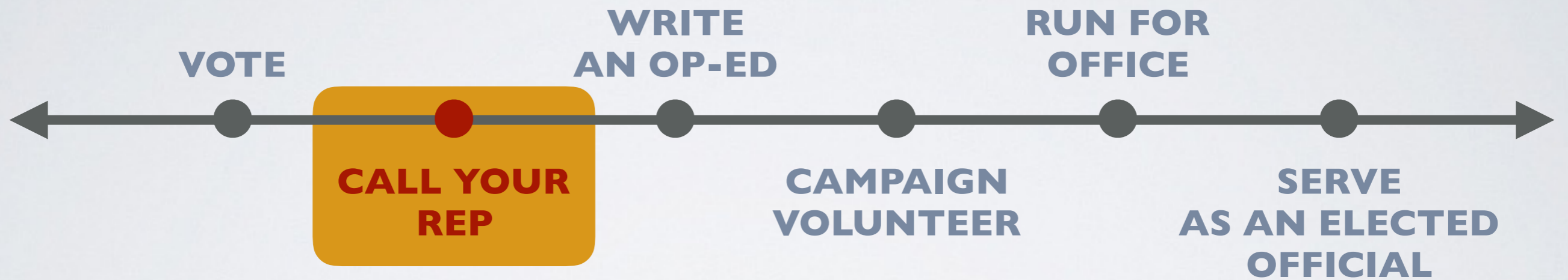
*(a.k.a. "rep")*

*standing or acting for another especially through delegated authority*

*In most cases, you should only contact your elected officials (where you are the rep's constituent.)*



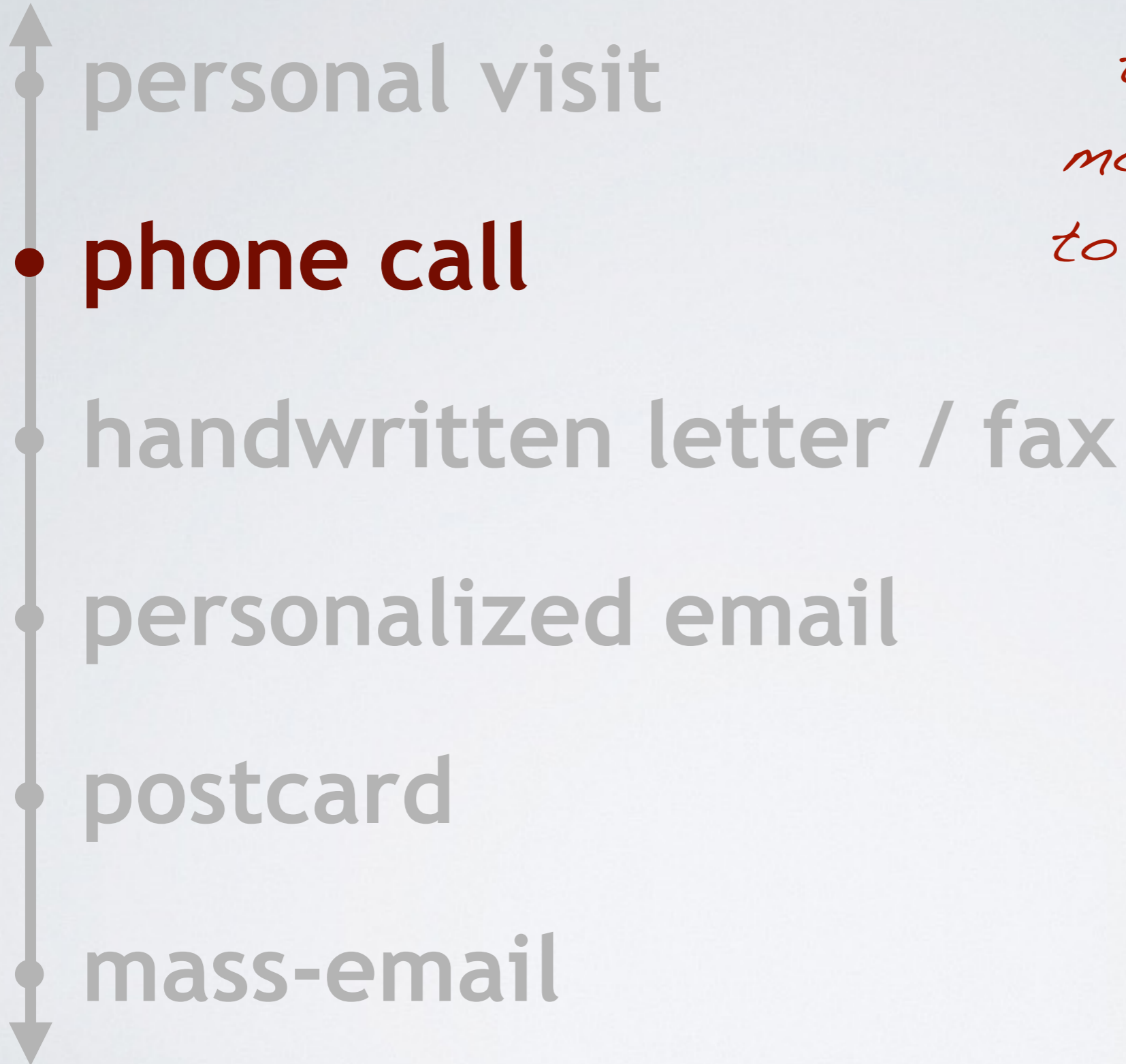
# A few ways to influence public policy...



*consider it!*



more  
effective



less  
effective

*Personal calls are  
the fastest and  
most effective way  
to influence elected  
officials!*



## When you call:

- You are **not** trying to change anyone's mind (*this is not a debate*)
- You are simply a **tally mark** - a vote for or against an issue



HR 1

*important issue*

*tally marks*





Tally mark totals tell elected officials one of two things:

- They should **do the right thing**, because their constituents agree with them.
- They should **hold back**, because their constituents disagree\* with them.

\* a.k.a. "it's not worth it"

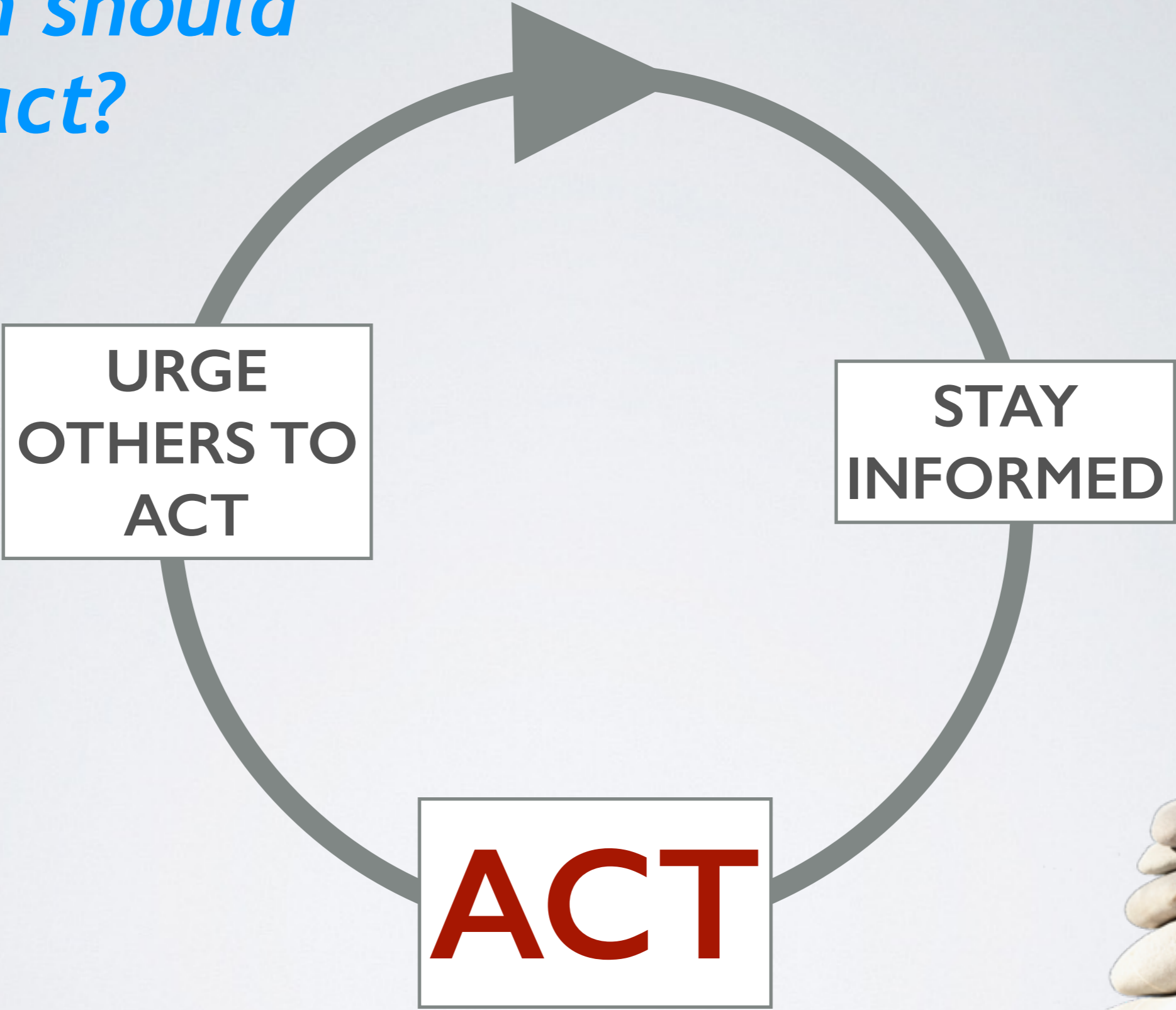


*Why do elected officials care  
about tally marks?*

***\*\* they want to get re-elected \*\****



*When should  
you act?*

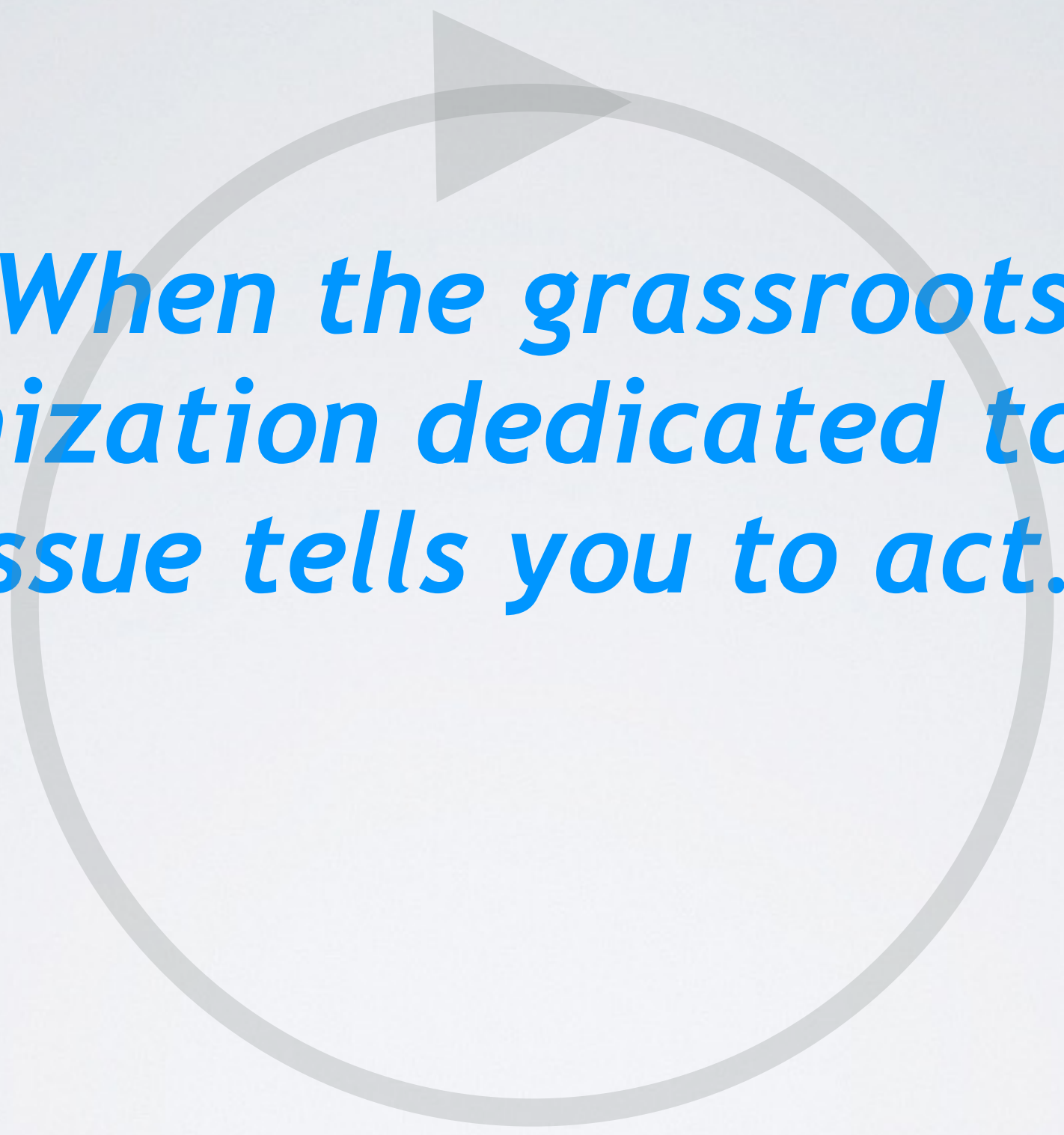


- 
- Follow your issues in a **variety** of news sources
  - Subscribe to **legislative alerts** from grassroots organizations focused on your issues
  - Subscribe to **e-newsletters** from your elected officials
  - Consider following organizations on the **other side** of the issue\*

**STAY  
INFORMED**

*\* So you also call when the other side is calling. You may want to create an alternate email address to filter out fundraising and spam.*





***When the grassroots  
organization dedicated to your  
issue tells you to act...***



# ACT

*hint: you can cover  
several issues in one  
call and get multiple  
tally marks!*

## YOUR SCRIPT

- Hello
- My name is \_\_\_\_\_
- I live in \_\_\_\_\_
- I urge the [rep] to support (or vote  
against) \_\_\_\_\_
- Thank you for your service



*then...*

**URGE  
OTHERS TO  
ACT**

- Personally reach out to friends in your district and in other districts to encourage them to ACT as well.
- Use social media to spread the word.

*You're already on Facebook, use it!*



*When should  
you act?*





# When you call, remember:

- You are probably talking to an intern, always be kind.
- You don't need to convince them of anything, just state who you are, where you live and what you want your rep to do.
- Thank them for their service, they don't have an easy job.



# FALLACY #1

My call doesn't matter, my rep disagrees with me and doesn't care what I think.

*WRONG! Your rep wants to get re-elected and cares about what every constituent thinks.*



## FALLACY #2

My call doesn't matter, my rep is already on my side.

*DOUBLE WRONG! If your reps only gets calls from the other side of the issue, they will doubt they have the support of their constituents.*



## FALLACY #3

My call doesn't matter, my rep  
will never change his/her mind.

*WRONG! History is filled with  
elected officials who have  
changed their minds (or at least  
their votes!)*



## FALLACY #4

I called yesterday, I shouldn't call again.

*There is no law that says you can't call every single day, even on the same issue. Remember, they were elected to represent YOU!*



# FALLACY #5

I don't have time to call.

*Do you have 60 seconds?*

*Just do it.*



# FALLACY #5

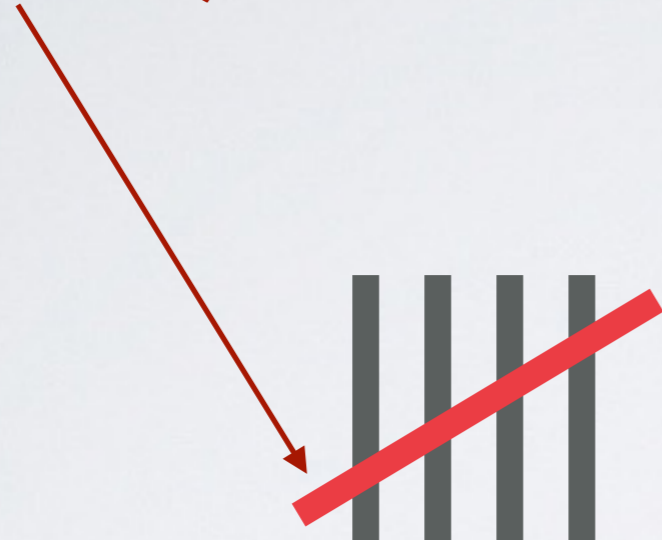
**We will never win.**

*WRONG! If you stay committed, get organized and never stop fighting for what you believe, you will win (eventually!)*

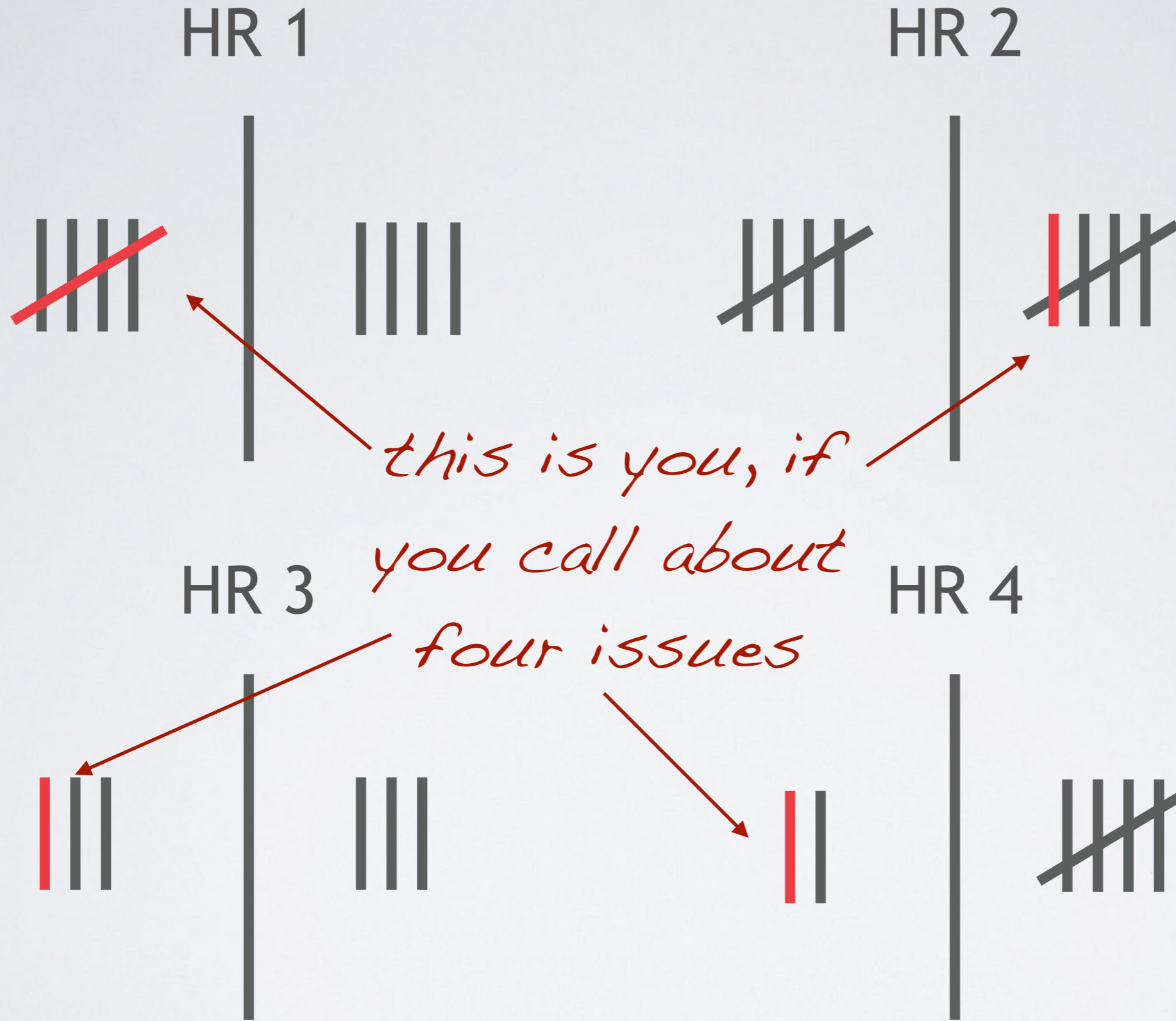


*this is you*

HR 1







*Yes, you just became four people.*



HR 1



HR 2



*this is you, if  
you tell your  
friends to act  
as well*

HR 3



HR 4



HR 1



HR 2



HR 3

*and they tell their friends...*

HR 4



HR 1



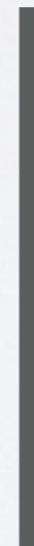
HR 2



HR 3

*...and you do it every day.*

HR 4



**how will you use your  
moral power?**



**contact us:**

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