

The View from Both Sides of the Table: Advocate and Target Audiences

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Goals for Our Session



Leave feeling empowered to talk to elected officials with backgrounds different from our own.



Develop a checklist for concrete action items to do before, during, and after an advocacy meeting.



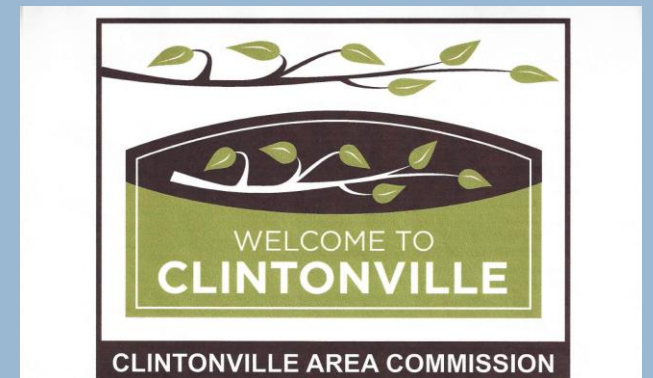
Leave with fierce motivation to build and grow our advocacy networks of women.

- **Finance Fund** (*established 1987*)
 - Mission-guided, non-profit organization that drives capital, real estate development services, and other resources to low- and moderate-income communities to improve quality of life.
 - Certified our CDFI in 2009
 - Approximately \$100MM in assets
 - Statewide in Ohio
 - Loan Products: Small Business, Affordable Housing, Community Facilities, Healthy Food Financing, New Markets Tax Credits
 - Real Estate Developer: Low Income Housing Tax Credits + Middle Market Housing

About Me



FINANCE  FUND



About YOU



About Them

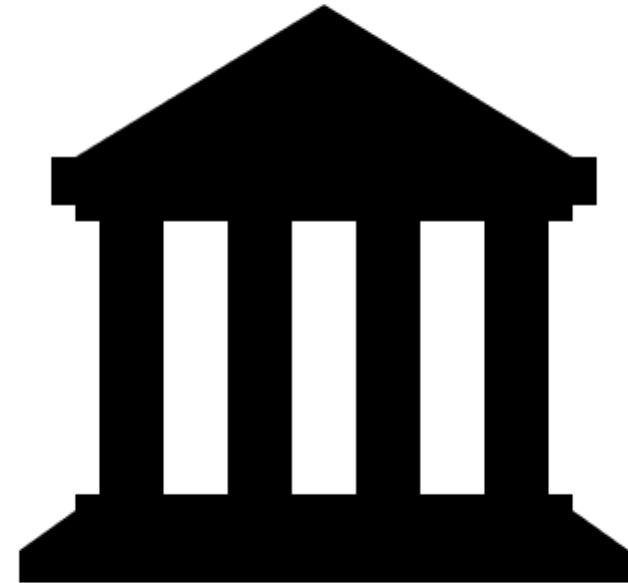
Who can Serve at the Statehouse?

- Residency + age requirement
- Dual office and conflict of interest prohibited
- Who shall not hold office



More about Them

- Inundated - they may not know your organization or issue, even if you have met before
- Staffers are a resource
- They hope for a clear and understandable ask
- They need multichannel communication
- They do not like surprises
- They're people too



The Checklist

Pre-Meeting

- Confirm the length of time for the meeting block and the attendees you are bringing
- Research your target audience
- Arrive on time, early is better
- Create any leave-behinds and bring extra copies for staff
- Set your goals and internal agenda
- Make sure anyone attending the meeting with you is on the same page

Bonus

- Review the relevant news of the day
- Ask peers for advice who may have met with this member

During Meeting

- Confirm the length of time (yes again)
- Begin with introductions – don't leave them out!
- Ask whether they are familiar with your organization
- Share tangible examples of in-district impact whenever possible
- Be clear with your ask
- Acknowledge any opposition
- Ask whether they have questions about your ask or work
- Take their temperature before you leave

Control the agenda!

Let's Try it Out

Post-Meeting

- Send a thank you note (text, email, handwritten)
- Follow up with any materials you promised to share
- Follow up with any leave behinds electronically
- Keep the relationship 365

Bonus

- Post on social media
- Formally recognize champions for their hard work

Strength in Numbers

- Bi-partisan support is always best
- Focus on the goals and values we have in common rather than the issues that divide us
- Target audiences will always take notice of the letter with more signatures, the tally of many calls than the voice of one

Ohio Women in Government



Resources

Confirming your representative: [look up your Zip's +4](#) on USPS website zip code lookup, then enter full address in ohiosenate.gov or ohiohouse.gov

All things ethics: [Joint Legislative Ethics Commission](#) 614-728-5100

Questions

Thank You.

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