Awareness and Advocacy: Partnering, Learning and Working with Allied Organizations

Leslie Reynolds, Executive Director, NASS
National Voter Registration Day

Tuesday, September 23, 2014

- Coalition includes state election officials, voter outreach groups, national advocacy organizations, celebrities and media

- Coordinated field activities, state/local events, proclamations, social and tradition media awareness efforts
www.CanIVote.org
Nonpartisan website for voters
Magna Carta Anniversary

NASS is partnering with the American Bar Association to commemorate the Magna Carta’s 800th anniversary

- SOS offices working with state and local ABA chapters
- Will serve as lead-up to the official commemoration in June 2015
NASS IDEAS Award

Innovation * Dedication * Excellence * Achievement in Service

- Recognizes innovative state member programs & initiatives
- Presents an opportunity to showcase the exceptional work of finalists at conference time
- Great media outreach tool
- States without the resources to develop new programs or technologies benefit from those that do
Tips for Effective Advocacy with Your Elected Officials

• Do background research – get to know the official’s legislative interests, pet issues, level of seniority, committees of jurisdiction, understanding of your issues

• Identify stakeholders and create a diverse group of allies with shared priorities

• Develop a clear and simple message in support of action

• Demonstrate ways in which you can be a long-term resource for your elected officials

• Be effective in meetings and follow-up
Find Your Champions

You need great messengers
Contact NASS

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