



Effective Advocacy Checklist

The following advocacy checklist is intended as a guide to help you as a Grassroots Ambassador pull together all the elements of this program. Remember, your voice is incredibly valuable – use it wisely and well!

Background Research

Think about the following questions:

- ☐ Who are the relevant decision makers on staff?
- ☐ What is the Representative or Senator's legislative record and general philosophy?
- ☐ What issues are they passionate about?
- ☐ Why am I relevant to them?
- ☐ What committees are my Representative or Senator on?
- ☐ Is my Representative or Senator newly elected, or more senior?
- ☐ What party does my Representative or Senator belong to?

Message Development

- ☐ Tell a compelling story -- you have something of value to contribute!
- ☐ Know your facts
- ☐ Make your message your own -- Think about your golf facility, it's history, why it is unique, what it contributes, when and why you entered the profession, the last great hire you made, etc.
- ☐ What is best about your job? What is most difficult about your job?
- ☐ Be positive

General Message Delivery

These tips apply to all communications -- letters, phone calls, and meetings.

- ☐ Decide which method of communication suits you and your purpose
- ☐ Develop a thoughtful, well-argued message

- ☐ Ask the decision maker to take a specific action
- ☐ Ask the decision maker to respond to the request
- ☐ Make it clear what your priorities are
- ☐ Tell the office how you can be an ongoing resource
- ☐ Make your message targeted and forceful without being rude or threatening
- ☐ Tell the truth
- ☐ Be reasonable about opposing points of view
- ☐ Be prepared to answer questions about opposing arguments

Effective Meetings

- ☐ Decide where your first meeting should occur
- ☐ Decide who else should attend the meeting (i.e. GCSAA Field Rep., Chapter Exec.)
- ☐ Send a written request to the scheduler, including a list of issues and attendees
- ☐ Follow-up with a phone call to the scheduler after sending a written request
- ☐ Schedule carefully to assure you will be on time, but not too early, for each meeting
- ☐ Be prepared to meet anywhere
- ☐ Be prepared to deliver your message in five minutes (use the SPIT technique and the message formula to develop a winning message)
- ☐ Make sure you have one of your information packets to leave behind

Effective Written Communications

- ☐ Make your communication stand out by making it personal, thoughtful, and accurate
- ☐ Ask for a response
- ☐ Confine each written communication to one topic
- ☐ Double check office numbers and e-mail addresses

Effective Phone Calls

- ☐ If you want someone to think about what you're saying, ask for a response
- ☐ Have the basic facts about the issue on hand

Following Up

- ☐ Send a thank you note to the staff and the member soon after a meeting
- ☐ Wait at least three weeks for a response before checking back
- ☐ Report on your meeting to program manager (must be done to receive service points):

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- ☐ Set up a site visit
- ☐ Attend a townhall
- ☐ Connect on social media