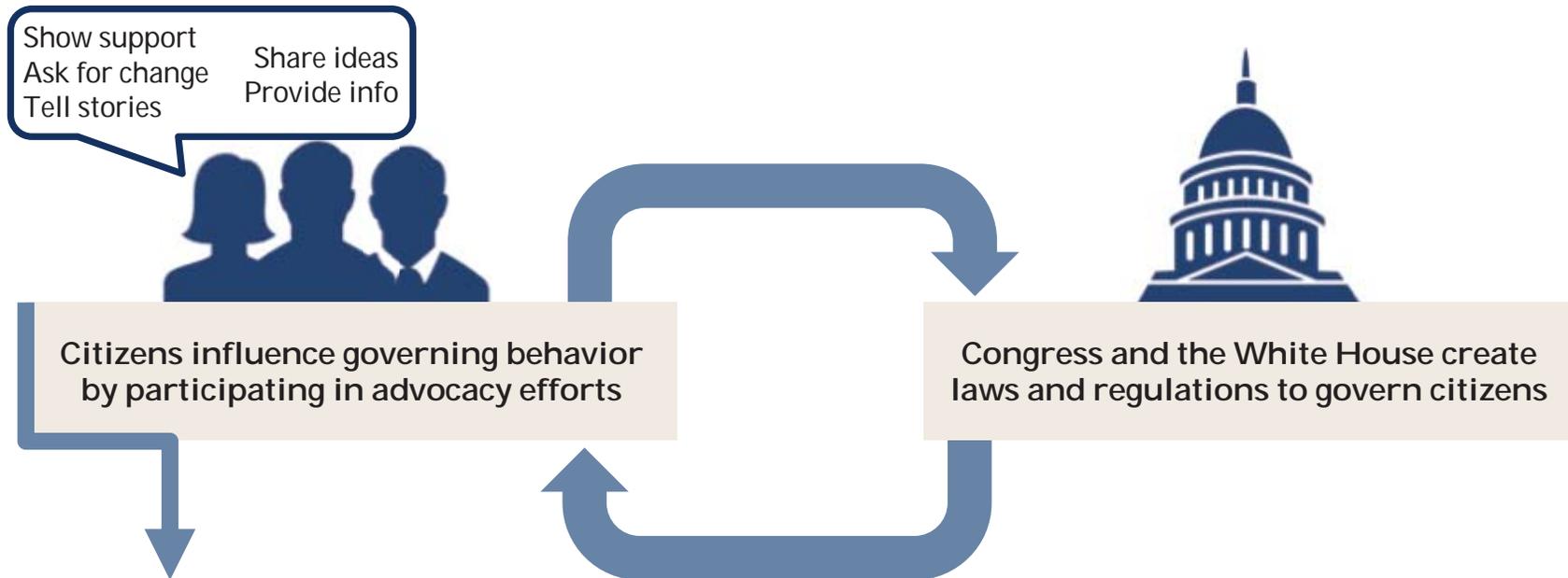


Roadmap

- Contextualizing fly-in advocacy
- Learn about members of Congress and staff
- The three aims of advocacy discussion
- Finding your way around Capitol Hill

Introduction to fly-in advocacy

How does advocacy in Washington work?



What are fly-ins?



Fly-ins and their purposes vary from group to group, but generally, a fly-in is a type of advocacy event in which interest groups and organizations **host constituents from around the country** in the nation's capital to advocate for common interests and goals.

Are fly-ins effective?



Fly-ins have **increased exponentially in the last decade**, and members of Congress consistently **say they prefer to hear from fly-in visitors**, who often have firsthand knowledge of the impact of government policies.

Sources: National Journal research, 2018; "Communicating with Congress," Congressional Management Foundation, 2011.

Members of Congress want to hear from you

Members value staying in touch with constituents



- Constituent conversations guide policymaking
- Reelection hinges on their ability to serve the constituents who vote them into office
- Members trust their staff to help them listen to constituents, so advocates should not be surprised if they meet with staff in lieu of a Member

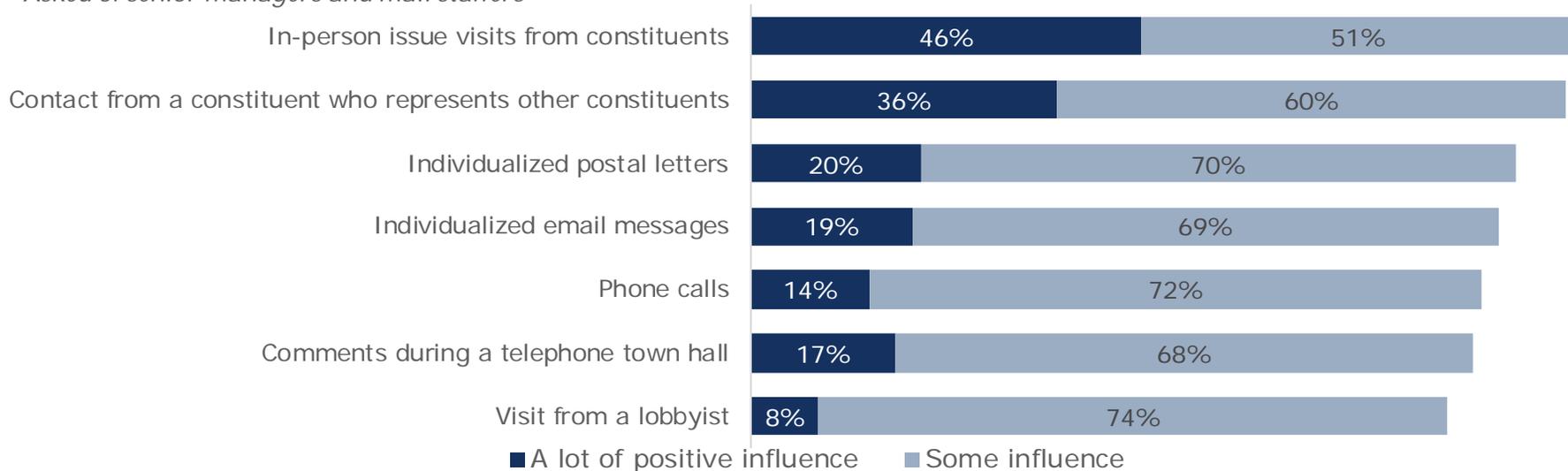
Members find personal content persuasive



- Individual letters and e-mails can have greater influence on member decision-making than form letters
- Advocates should focus on sending more personal messages to their Member of Congress to capture the individual voice or perspective

If your member/senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?*

*Asked of senior managers and mail staffers



Sources: National Journal research, 2018; "Communicating with Congress," Congressional Management Foundation, 2011.

Legislation moves slowly and advocacy takes time

Very few bills become law

- A small percentage of bills will get a vote in Congress, and a smaller percentage of bills will become law, so advocates must be resilient and patient in their work in Washington while maintaining realistic expectations

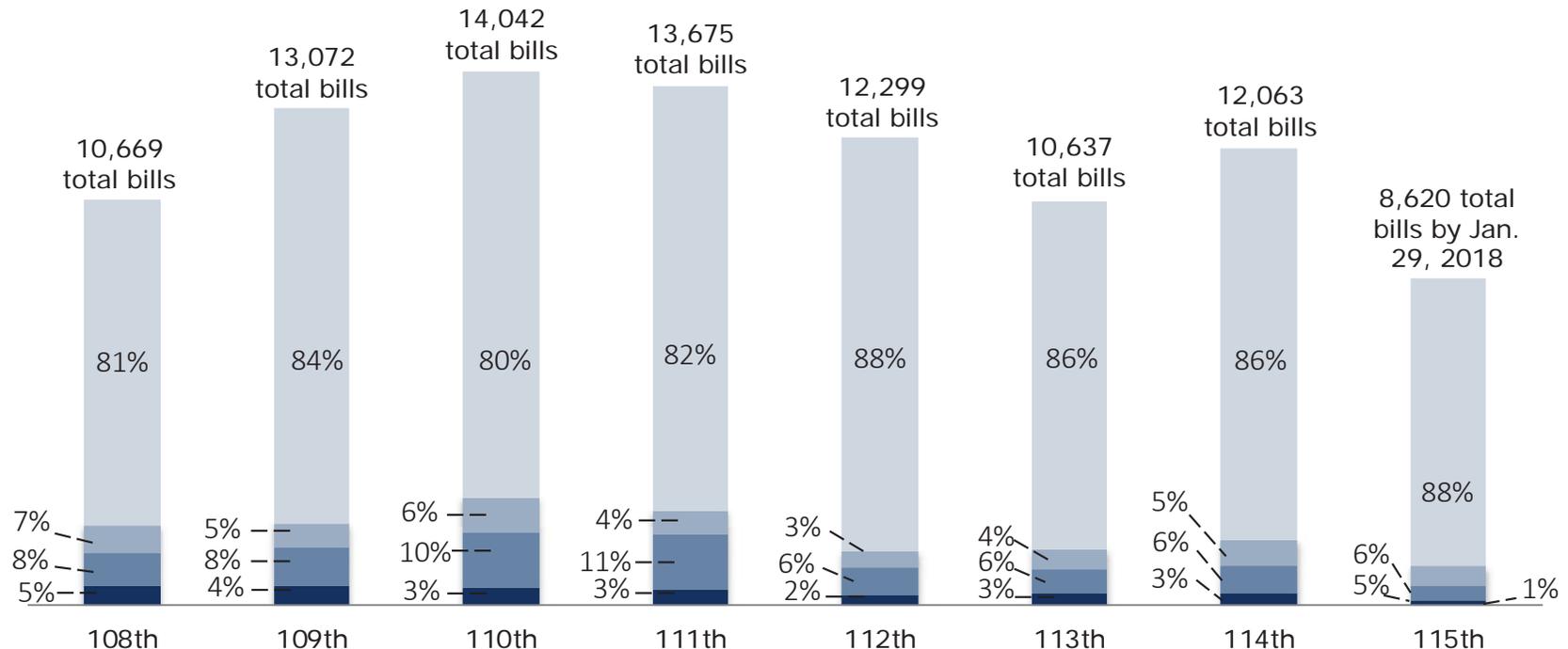
Even bills that don't pass can be important



- Few bills become law, but even bills unlikely to pass a vote can spur public discourse and resonate with or motivate advocacy efforts; this is one of the reasons why bills can become important political tools

Breakdown of bills and resolutions by status, 108th – 115th Congress

■ Enacted as law ■ Passed as resolution ■ Got a vote ■ Got no vote



Sources: National Journal research, 2018; "Statistics and historical Comparison," GovTrack.us, 2017; "Only Four Percent of Bills Become Law," Huffington Post, Sept. 25, 2009.

It is difficult to quantify the outcomes of political advocacy

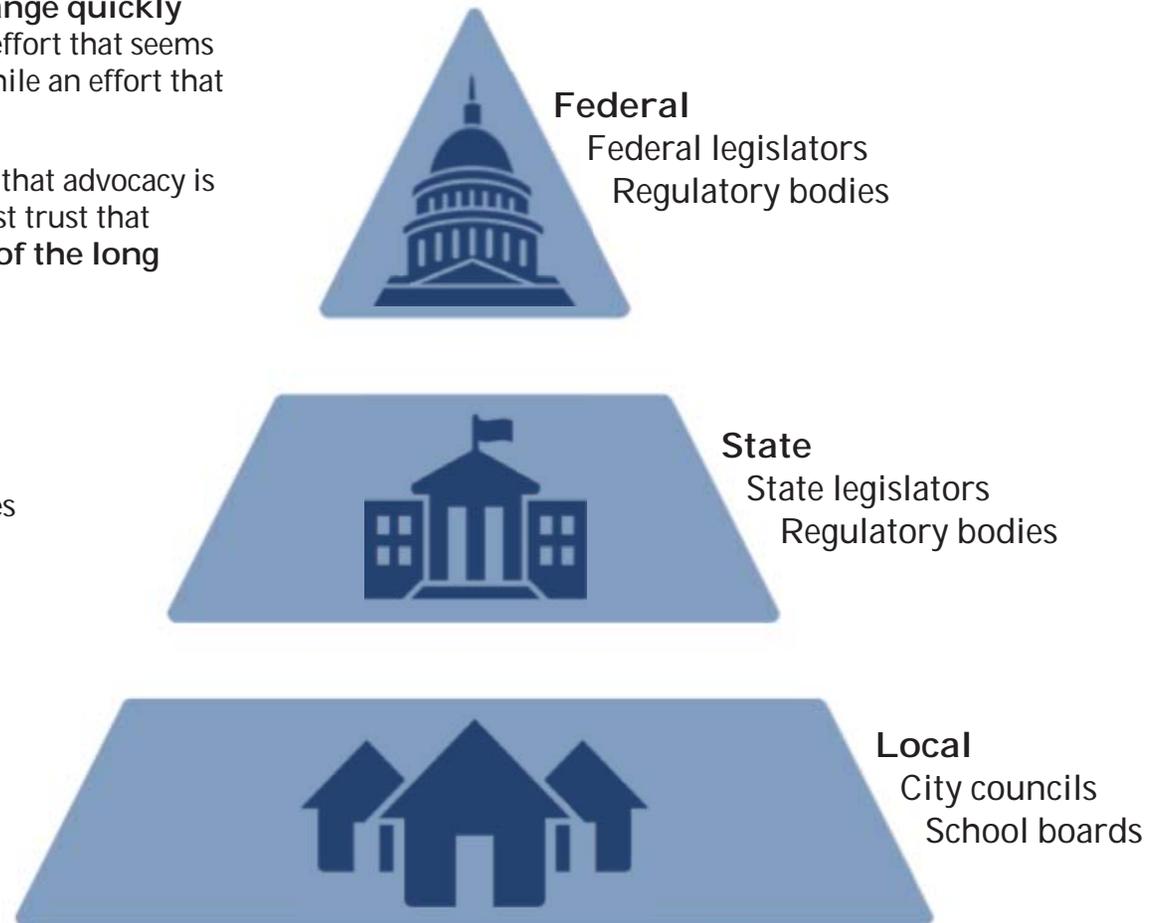
The political process is inherently uncertain

- It is the nature of politics that **events can change quickly and in a nonlinear fashion** – an advocacy effort that seems to be struggling may suddenly gain traction, while an effort that seems effective may suddenly lose traction
- This unpredictability does not mean, however, that advocacy is ineffective; rather, it means that advocates must trust that **short-term outcomes are not predictive of the long term**

Change stems from myriad efforts

- Advocacy groups and organizations often present themselves as the causal force for any legislative achievement, but substantial changes always stem from many efforts that often span decades of advocacy
- It is important that advocates understand the importance of their contributions to a larger, longer-term process that **utilizes aid at each level of governance**

Primary levels of government



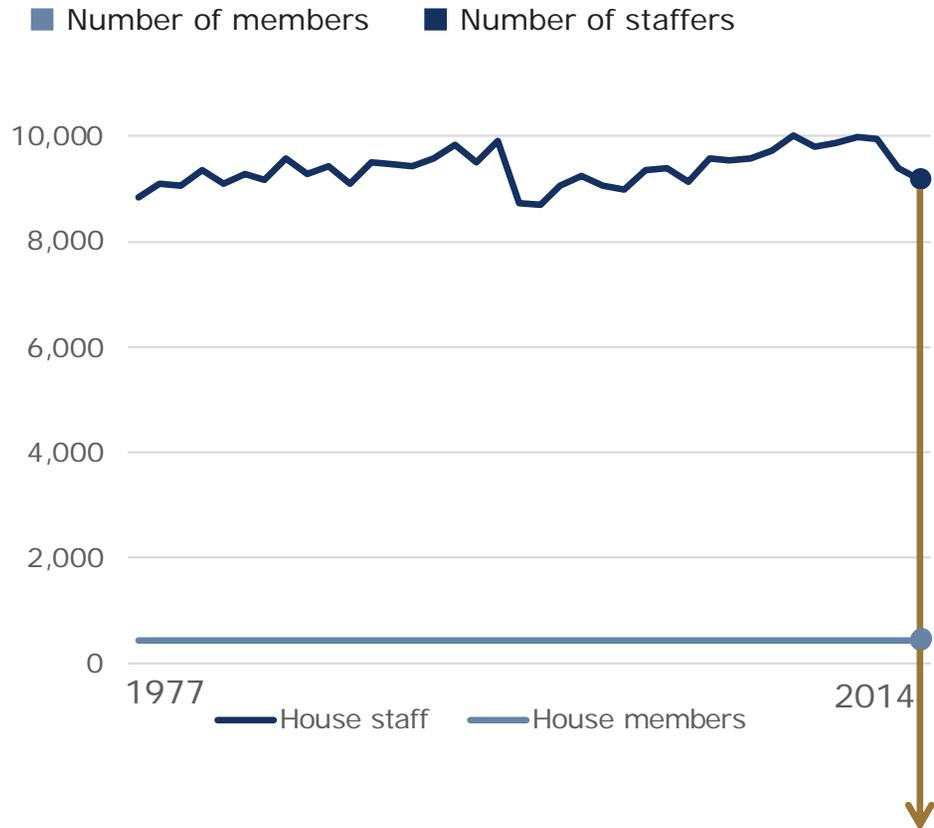
Sources: National Journal research, 2018; "Communicating with Congress," Congressional Management Foundation, 2011.

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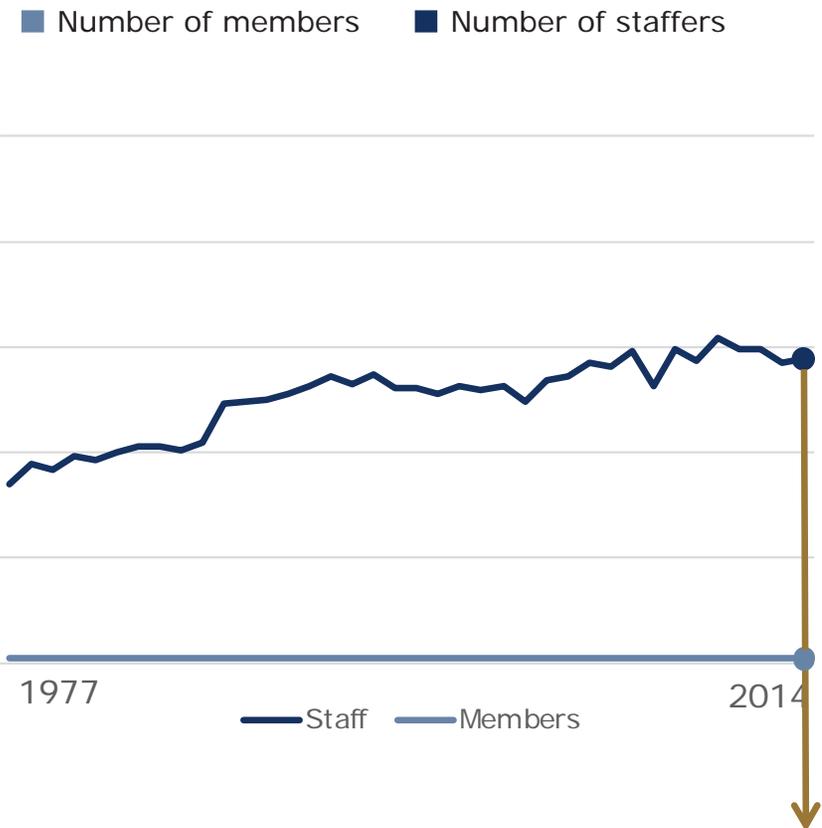
Hill staffers significantly outnumber members of Congress

House: members and staff numbers



In 2014, there were **8,994 House staffers** for **435 House members**

Senate: members and staff numbers

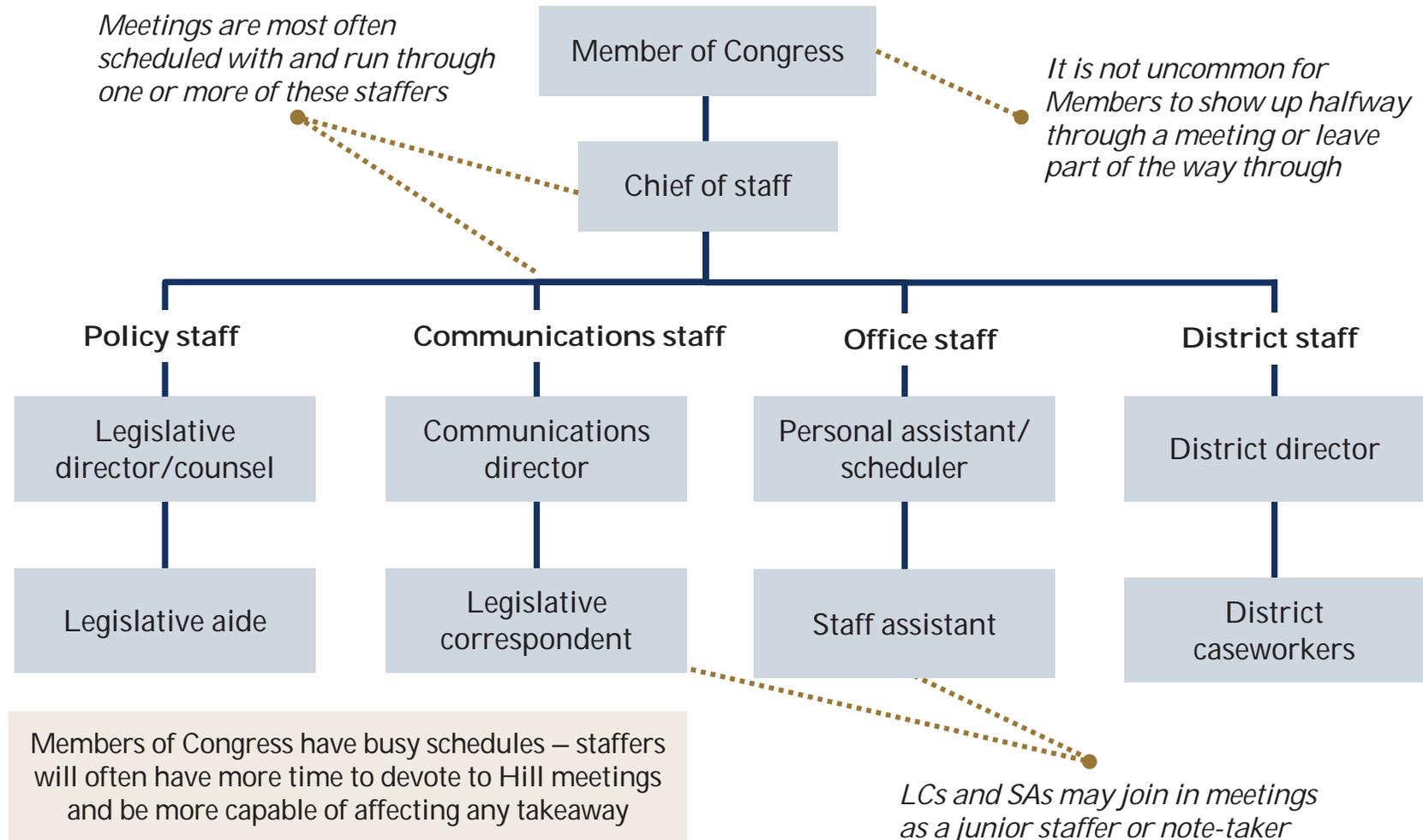


In 2014, there were **5,758 Senate staffers** for **100 Senate members**

Sources: "How many Congressional staff are there?," legbranch.com by R Street Institute, Jun. 20, 2016.

Expect to speak to staffers during meetings on the Hill

Sample organization of a congressional office



Sources: National Journal research, 2018; "Hit the Ground Running: 112th Congress Edition," Office of Rep. Eric Cantor; "2010 House Compensation Study," Chief Administrative Office of the U.S. House of Representatives.

Generally, Hill staffers fall into two categories

Overview of personal and committee congressional staff

	Personal office staff	Committee staff
Line of reporting	Hired by one member of Congress and only responsible to that member	Hired by chairman or ranking member of committee; work for all Democratic or Republican committee members
Job overview	Work on combination of policy and constituent-service matters, depending on needs of district	Work exclusively on policy, within area of committee
Issues	Practice over range of issues	Specialize in committee-related issue
Background	More likely to be from district or state of hiring member; tend to have trust of member	Less likely to be from district or state of chairman or ranking member; tend to be expert in issue area
Number	The average representative has 14 staffers working for them; average Senator has 30	House committees average 68 staff and Senate committees average 46
Sample titles	Chief of Staff, Legislative Director, Legislative Assistant	Staff Director, Policy Analyst, Committee Counsel

Sources: National Journal research, 2018; Ida Burdnick, "Congressional Salaries and Allowances," Congressional Research Service, January 4, 2012.

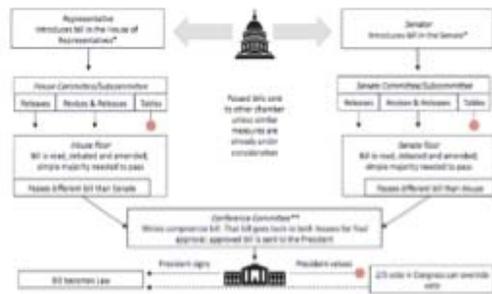
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Center your advocacy discussions around one of three themes

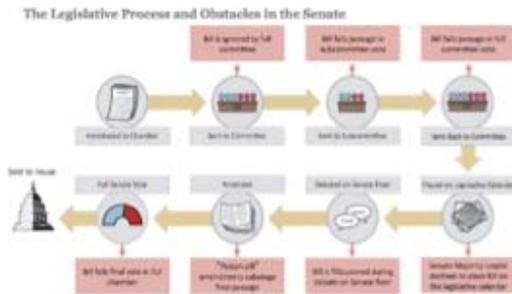
Specific bill or amendment

Legislative Process: How a Bill Becomes a Law



How a bill becomes a law

Bills Face Numerous Obstacles to Passage in Senate



How a bill does not become a law

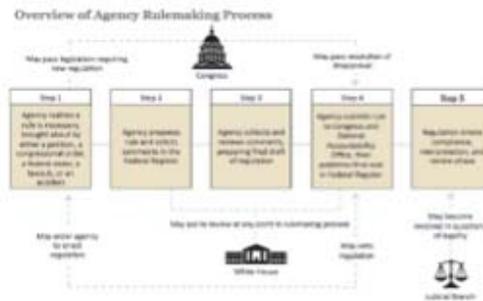
Regulation

Different Processes for Passing Legislation, Regulation, but Same Force of Law



How legislation & regulation compare

Federal Rulemaking Process For Agencies



How rulemaking process works

Appropriations & funding

The Budget Process Has Six Steps



How the federal budget process works

Appropriations Process Has Many Failure Points



How appropriations process works

Why talk about a specific bill or amendment?

- Bills can take a long time to pass and need continual pressure
- Sometimes stopping a bill is most effectively done with advocacy impact stories

Sources: National Journal research, 2018.

Legislative process: how a bill becomes a law

**Legislation may be introduced in either chamber, except for tax law (must originate in the House)*

Representative*

- Introduces bill in the House

House committee/subcommittee

- Bill is debated and amended
- Simple majority needed to proceed

House floor

- Bill is debated and amended
- **Speaker must allow a floor vote**
- Simple majority needed to pass

Senator*

- Introduces bill in the Senate

Senate committee/subcommittee

- Bill is debated and amended
- Simple majority needed to proceed

Senate floor

- Bill is debated and amended
- **3/5 majority needed to end debate**
- Simple majority needed to pass

***Most major bills goes to conference committee; when a chamber passes legislation originating in the other chamber without making changes, bill goes straight to Pres.*

Final votes/conference committee**

- If both chambers pass an identical bill, the bill is sent directly to the president
- If each chamber passes a similar bill with some differences, a conference committee is formed to reach compromise and combine the bills

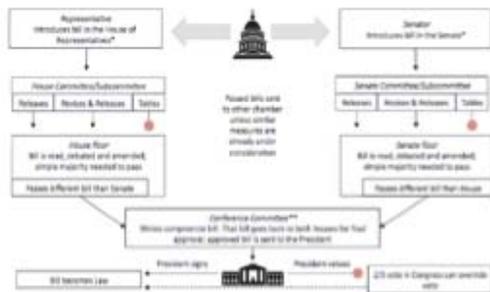
President

- The president can sign bills that have been passed by both chambers into law
- The president can reject a bill with a veto; Congress can override a veto by passing the bill in each chamber with a 2/3 majority

Center your advocacy discussions around one of three themes

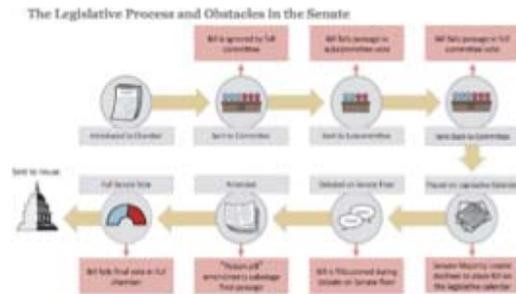
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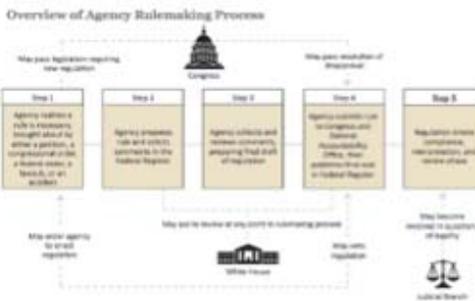
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How rulemaking process works

Why talk about regulation?

- Congress or influential public comments can shape regulations
- Advocates can influence congressional leaders with scientific studies or data
- Congress, via hearings and letters to agency officials, can influence regulations

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Sources: National Journal research, 2018.

Different processes for passing legislation and regulations, but same force of law

Differences between legislation and regulation



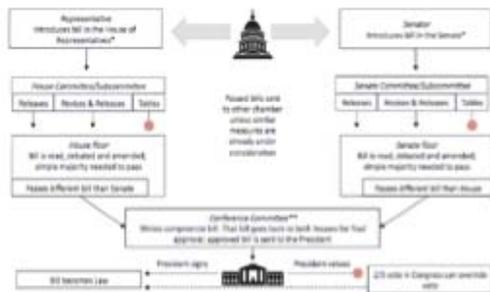
	Introduced by...	Altered by...	Can be stopped by...	Finalized when...	Has effect of...
LEGISLATION	Lawmakers Any senator or congressperson can introduce legislation	Congress Committees in either chamber can alter proposed legislation through the amendment process	Stalling/failing in Congress Legislation may be stopped if it stalls in the committee phase, fails a vote or cloture motion, is vetoed, or is not brought up by the other chamber	Signed by president or Congress overrides veto The president can sign the bill into law, or Congress can override a presidential veto by two-thirds majorities in both chambers	Law Finalized legislation has the binding force of law
REGULATION	Federal agencies A federal agency may draft a regulation after reviewing or finding ambiguity in a law and realizing a clarifying regulation is necessary; regulations must be based in laws already passed	The public The public and interested parties may attempt to change a proposed regulation by submitting comments, which require consideration and response by the agency	Congress/the public A proposed regulation may be stopped in its tracks by strong, nearly unanimous or very influential public comments, or a resolution of disapproval by Congress (which can be vetoed by the president)	Published A regulation becomes a rule when it is published into the Federal Register after final consideration of comments and adjustments	Law Exactly the same as legislation; a finalized regulation has the binding force of law

Sources: National Journal research, 2018; Federal Register, 2013; Scales by The Noun Project; ICF Consulting; Office of Information and Regulatory Affairs, OMB, 2013.

Center your advocacy discussions around one of three themes

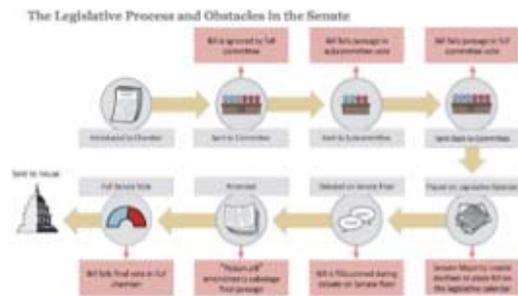
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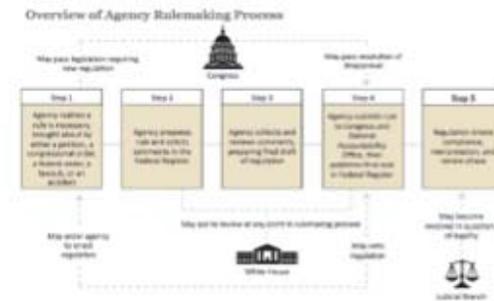
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Why talk about appropriations or funding?

- Organizations need advocates to persuade members of Congress to make favorable funding decisions while in office
- Members of Congress value personal anecdotes of how funding (or cuts to funding) affects constituents; staffers may use compelling stories or speeches

