



**AMERICANS FOR  
PROSPERITY®**

**TENNESSEE**

*Our state chapter is focused on breaking down barriers to opportunity, achieving policy victories that can serve as model legislation for other states, and continually growing our activist base to encourage more people to turn from apathy to engagement in the process.*





**IMPACTING YOUR ELECTED OFFICIALS**



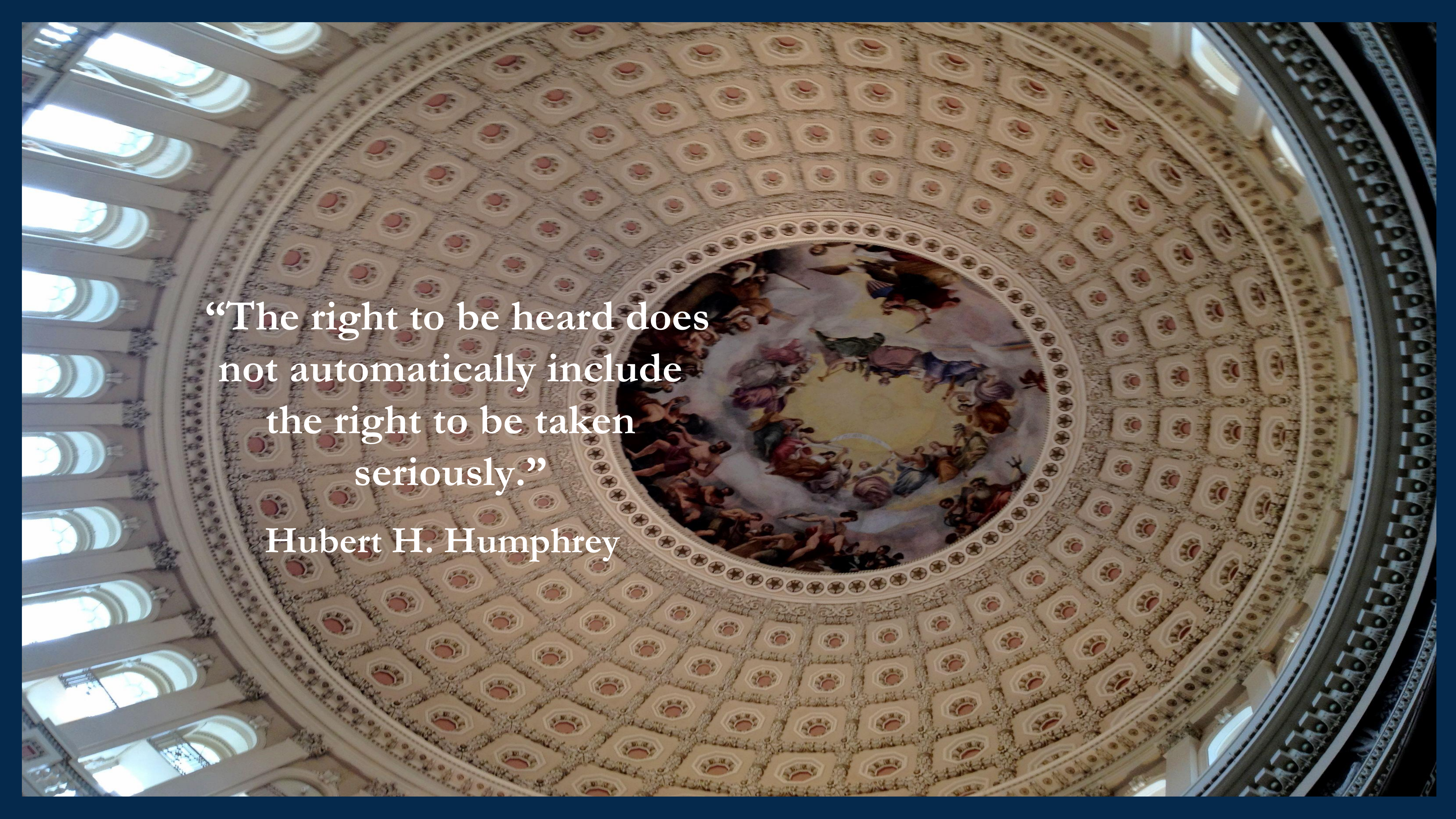
# LEARNING OBJECTIVES

Learn How to Effectively Communicate with Legislators

Learn Why Effective Advocacy is Imperative

Lobbying 101 and TN Legislative Process





“The right to be heard does  
not automatically include  
the right to be taken  
seriously.”

Hubert H. Humphrey

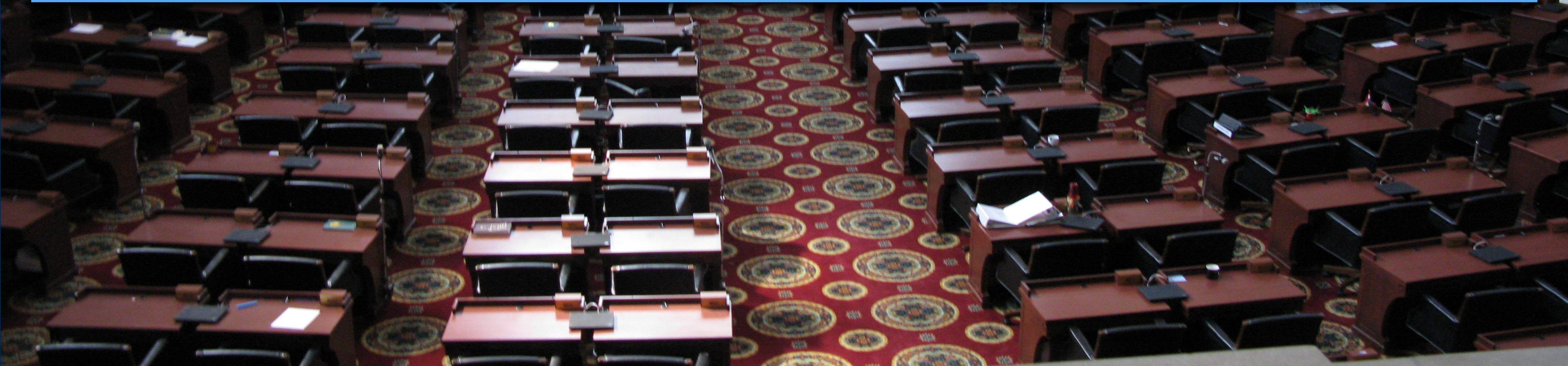




# WHAT IS LEGISLATIVE ADVOCACY?



Working with Policy Makers to Gain Support for Your Cause





# WHY LEGISLATIVE ADVOCACY?

Holding them accountable to the true purpose of public service

"We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with inherent and inalienable rights; that among these, are life, liberty, and the pursuit of happiness; that to secure these rights, governments are instituted among men, deriving their just powers from the consent of the governed; that whenever any form of government becomes destructive of these ends, it is the right of the people to alter or abolish it, and to institute new government, laying its foundation on such principles, and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness."

– Declaration of Independence - Thomas Jefferson, 1776



# WHY LEGISLATIVE ADVOCACY?

We have a responsibility as Americans to engage those who have been elected to every office of Government to keep the interest of those who have elected them at the forefront of every issue and decision that they make.



Draws Attention to the Important Issues

Gives Your Mission Focus and Purpose

Brings Powerful Allies Together

Creates Positivity to Bring the Change You Seek

**WHAT BRINGS ABOUT A VICTORY FOR  
FREEDOM**



# EXAMPLES OF ISSUES THAT REQUIRE LEGISLATIVE ADVOCACY

Local County & City Ordinances

Local, State, and Federal Budget Issues

Legislative Actions that Increase Barriers  
For Economic Prosperity

Legislative Actions that Cause  
Encroachment On Personal Rights And  
Freedoms



## Public Support

Advocacy provides the Public Support needed to move an issue forward or stop an issue from moving forward

## Intellectual Support

Your knowledge, experience, and expertise of an issue is the Intellectual Support needed to move an issue forward or stop an issue from moving forward

## Moral Support

Issues can intensify. your relationship, advocacy, and physical presence can provide Moral Support needed to move an issue forward or stop it indefinitely.



# HOW TO APPROACH A LEGISLATOR

- 1 Build relationships with legislators and their staff.
- 2 Be respectful and polite.
- 3 Listen.
- 4 Look for facts – facts win.
- 5 Think like a leader.
- 6 Think critically.



# WHAT TO SAY

With Talking Points, You Should:

Use The Human Action  
Model

Cite Individual Legislation

Ask For Specific Action



# CONTACTING LEGISLATORS

What Is The Best Means For Contacting Each Unique Legislator? FACE-To-Face is always best.

Emails

Social Media

Phone Calls

Events



# HOW TO ORGANIZE FOR LEGISLATIVE ADVOCACY

- 1 Get as many like minded people involved as possible
- 2 Make all objectives clear
- 3 Be competent & educated about your issue
- 4 Determine the best messenger to talk to each legislator
- 5 Be ethical in every action



# YOUR GRASSROOTS ADVOCATES

Constituents Are Your Best Advocates

They vote for the member

They can have personal/professional connections with the member

They know the district

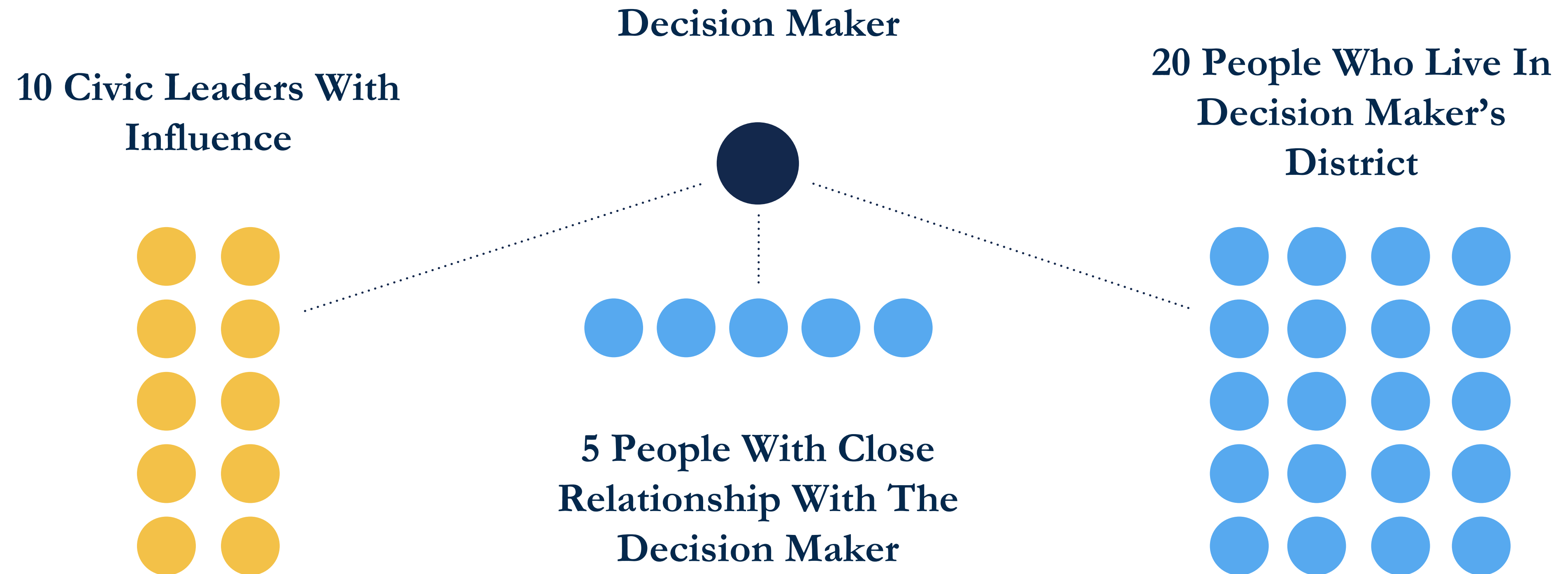
They can tell personal stories



AN ADVOCATE FOR FREQUENT  
IN LAWS AND CONSTITUTIONS.  
AND INSTITUTIONS MUST GO



# IDENTIFY KEY RELATIONSHIPS





# FOLLOW UP WITH KEY LEGISLATORS

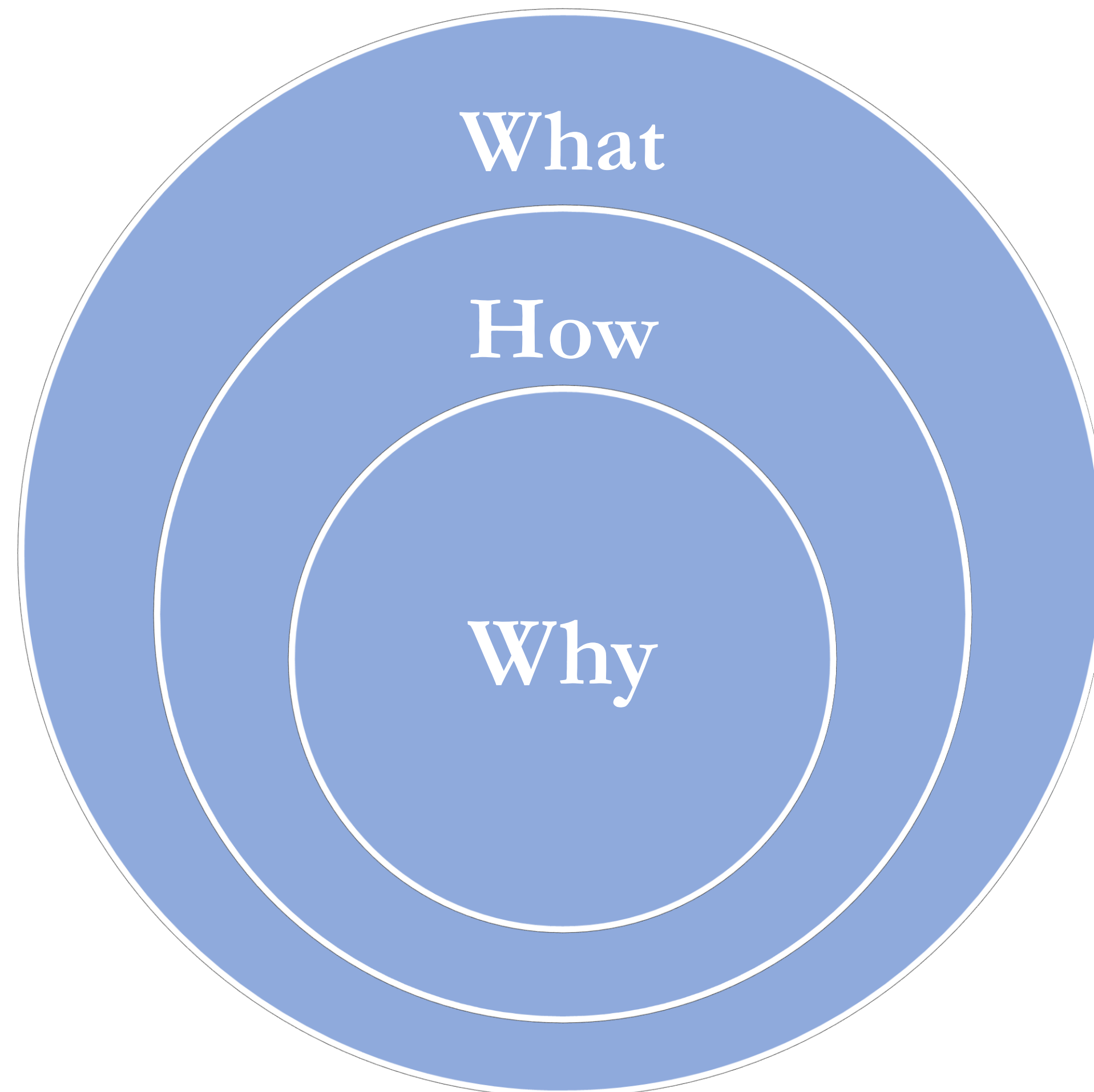




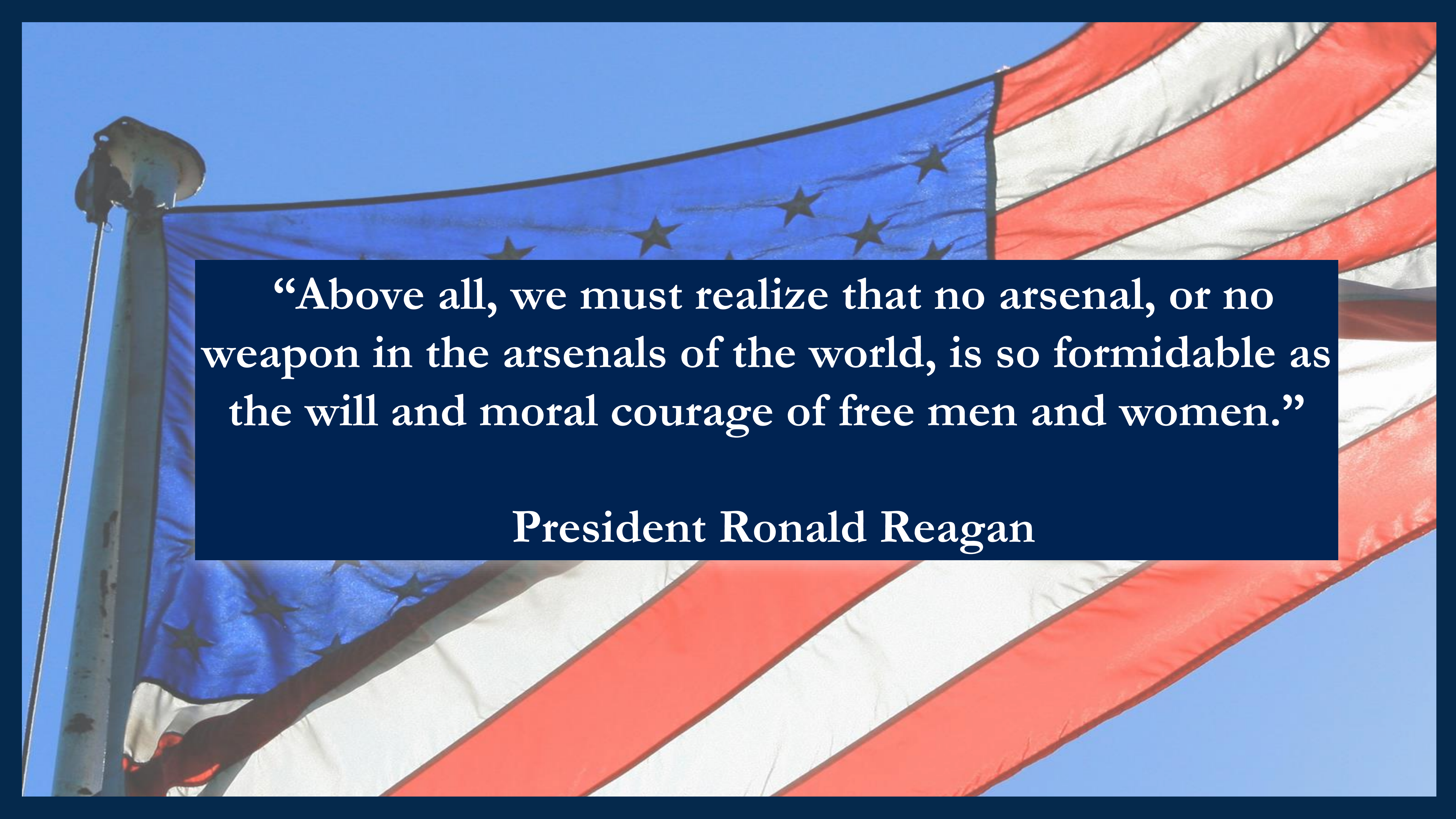
- 1 Write or email a thank you note to the member or staff briefly restating what you discussed in your meeting.
- 2 Include follow-up with specific info regarding your issue.
- 3 Make yourself an available resource.
- 4 Invite legislators and their staff to future events.



# WHY LEGISLATIVE ADVOCACY





A close-up, low-angle shot of the American flag waving against a clear blue sky. The flag's stars and stripes are prominent, with the blue field of stars on the left and the red and white stripes on the right. The flag is attached to a metal pole on the left side of the frame.

“Above all, we must realize that no arsenal, or no weapon in the arsenals of the world, is so formidable as the will and moral courage of free men and women.”

President Ronald Reagan



**QUESTIONS?**

**Break**



# COMPLIANCE

- As a citizen lobbyist – on your own time and dime – you do not have to register as a lobbyist.
- If you are being reimbursed for expenses (meals, mileage, or parking) AND will be lobbying more than 10 days you must register.
- AFP will not cover your expenses. However, if you are joining us for a planned lobby day we will have lunch together.
- The primary advantage to registering as a lobbyist is to skip the line. While the \$150 registration fee will be waived, the \$40 training fee and professional privilege tax (\$400) will **not** be waived.



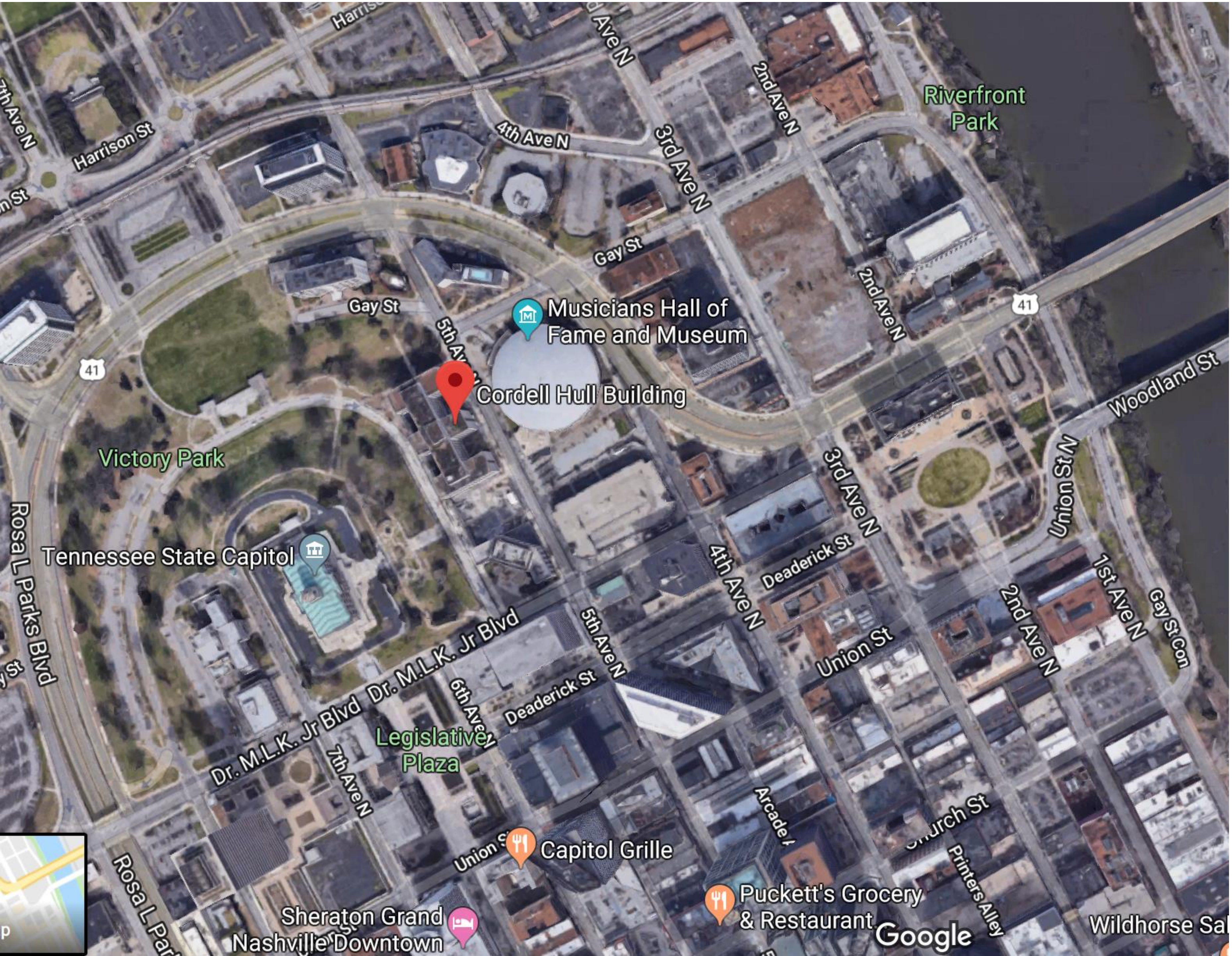
# PARKING

Several lots are available. We usually park at the bus station lot.

Recommendations: Download the Premier Parking App (pricing is often cheaper and it will prevent you from getting gouged on special event parking days.)

If parking at the Hermitage Hotel or anywhere closer to the Charlotte Ave/MLKJ Capitol entrance use the tunnels to access Cordell Hull and skip the lines.







# ENTRANCES

There are 3 ways to access Cordell Hull or the Capitol.

5<sup>th</sup> Avenue Cordell Hull Entrance – Nearest to most parking lots

6<sup>th</sup> Avenue Cordell Entrance – Between Capitol and CHB (shortest lines)

Capitol Tunnel – Charlotte Ave (now Martin Luther King Jr) Leg Plaza across street. If heading to the Capitol this is the best access. Longer walk to get to Cordell Hull in the tunnels but, it is indoors.



# CHB OFFICES

Senators – 7<sup>th</sup> Floor / House Leadership – 6<sup>th</sup> Floor

Additional House Member Offices – 4<sup>th</sup> / 5<sup>th</sup> floors

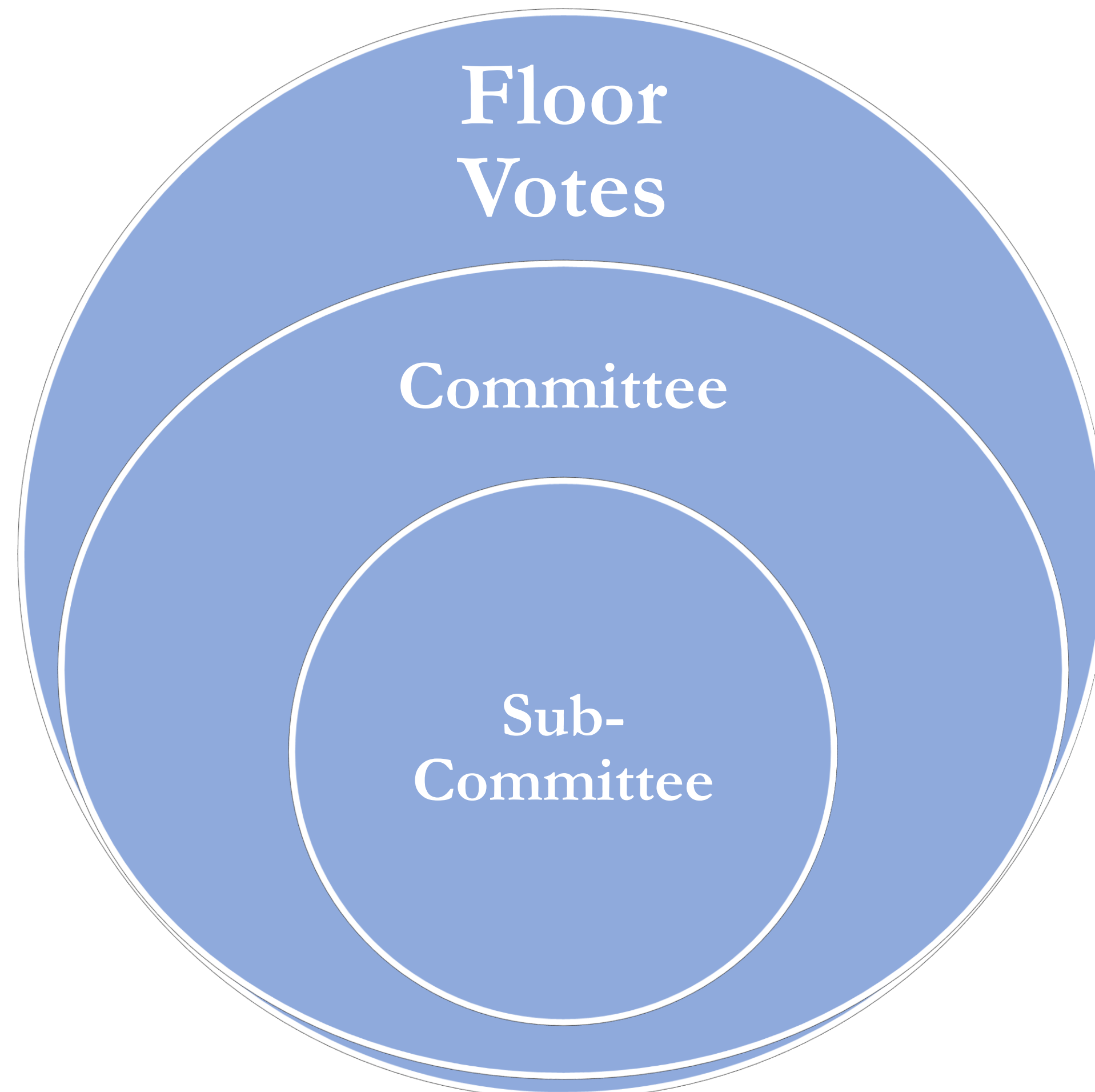
Legislative Administration & Large meeting areas – 8<sup>th</sup> Floor

Committee Hearing Rooms & Café – 1<sup>st</sup> Floor

TN Electric Co-Op will publish a guide to all offices once the shuffle is complete.



# LEGISLATIVE PROCESS





# Amendments

- Amendments are not available on the website until they are “on the bill” - this usually takes place after passage from the full committee
- You CAN request the amendment language from the member.
- Any member of the sub/committee can amend someone else’s bill.
- Caption bills – unlike Congress, with exception of omnibus and budget bills, a bill can only address the part of the code opened in the caption.
- Amendments can change the outcome of the fiscal impact (money cost/ saved)



# TRACKING LEGISLATION

This website is your friend – <http://www.capitol.tn.gov>

Set up an account to track your bills for free

Weekly and daily calendars with committee hearing dates / locations

Find My Legislator – Pictures – Bills Sponsored – Contact Info

Capitol Tunnel – Charlotte Ave (now Martin Luther King Jr) Leg Plaza across



# CONTACTING MEMBERS

Start with your legislators. Build relationships even if they are not aligned.

Work with legislators sponsoring bills you have an interest in.

Begin working the sub-committee

Schedule appointments the week before (usually Thursday afternoon)



# Useful Websites / Apps

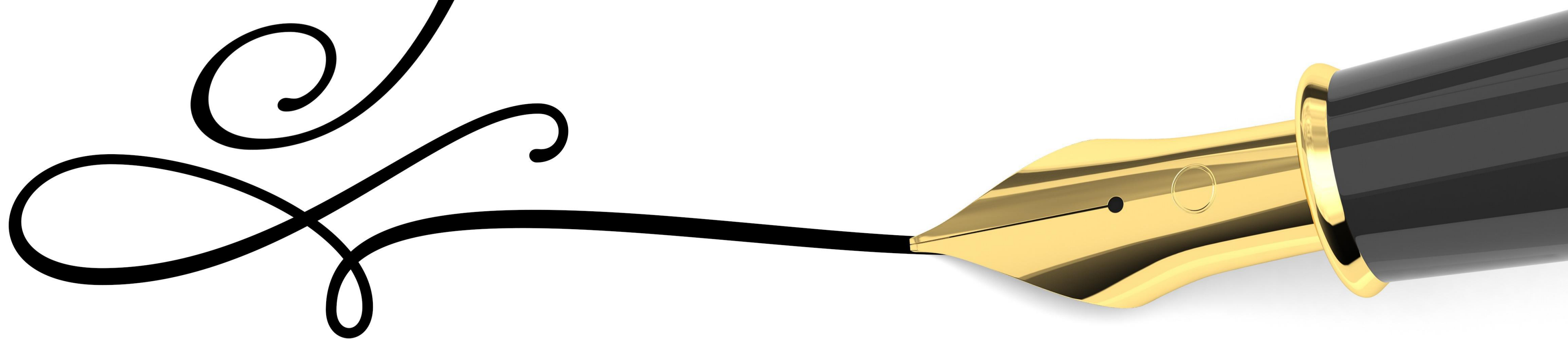
- [www.capitol.tn.gov](http://www.capitol.tn.gov)
- WhatsApp (Messaging Service)
- [TN Code Annotated](#)
- [www.afptn.org](http://www.afptn.org)

## Tools

- <https://americansforprosperity.org/corporate-welfare-taxpayer-money-used-to-pick-winners-and-losers/>
- <https://americansforprosperity.ivolunteers.com/ContactOfficials/Government-Handouts-at-YOUR-Expense>



*Congratulations*





A professional microphone with a black foam windscreen is positioned in the foreground, centered vertically. The background is a large, out-of-focus crowd of people, suggesting a public event or protest. The lighting is bright, and the colors are somewhat washed out due to the shallow depth of field.

# A.C.T. ACTION CHANGES THINGS