



# Jump Into Advocacy

2015 Self-Determination Conference

# EXECUTIVE BUDGET

SCOTT WALKER, GOVERNOR



FEBRUARY 2015

And so it began...

February 4, 2015: Julie Burish posts the following message to a private group on Facebook:

*"Hi Everyone! Did anyone notice this very disturbing language in the Governor's proposed budget that proposes doing away with the IRIS Program?? 'The bill eliminates the separate IRIS program but specifies that individuals may self-direct their services within the Family Care program.'"*

**Somebody has to do something.**



**What is  
our  
passion?**

**What is  
our  
mission?**

**Who are  
we?**

# SAVE IRIS

## Self-Direct & Self Respect

A coalition of IRIS participants, family members, and their allies dedicated to preserving IRIS- Wisconsin's only long-term care option in which participants completely self-direct their supports and services.







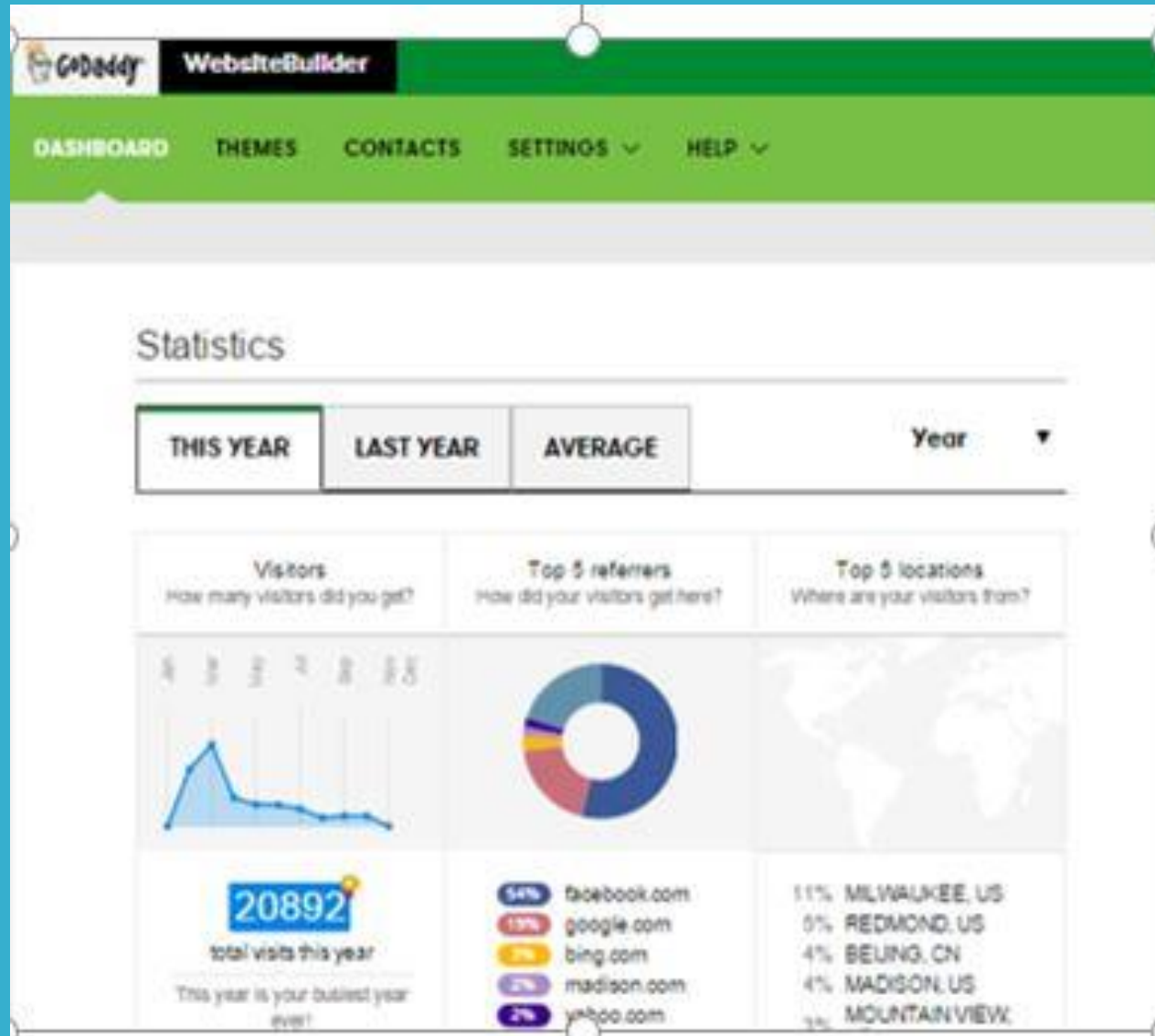
Choose a cover picture for your story



**Sometimes  
you just  
need to...**

- Get in the game.
- Seek out experienced people you trust to teach you how to play.
- Learn as you go.
- Do your best.
- Understand that you won't be good at first, but you'll get better with practice.
- Believe that you can win.

Establish an online presence.



SAVE  
IRIS

SAVE IRIS

https://www.facebook.com/save.iris.wi/

SAVE IRIS

Nancy Home

Page Messages Notifications Insights Publishing Tools Settings Help

# SAVE IRIS



## Self-Direct & Self Respect

SAVE IRIS Community

Create Call to Action Liked Message

Promote

THIS WEEK

846 Post Reach

89 Post Engagement

2 Website Clicks

Recent 2015

Timeline About Photos Likes More

4,375 likes +11 this week  
Donna Arey Missen and 53 other friends

847 post reach this week

View Pages Feed  
See posts from other Pages

Status Photo / Video Offer, Event +

Write something...

SAVE IRIS

Chat (9)

Show all downloads...

Survey picture.jpg

1:14 PM 11/1/2015

Embrace Social Media



## CONNECT!

Find groups  
with similar  
goals.

Create a  
network.

Seek out &  
share  
information.

Show up &  
help out.



It is All about the Stories and the “Ask.”



# Always ask yourself...



Will this activity help us meet our goal?



Do we have the time and people available to make it happen?





## Be a Presence!

- Testify at public hearings.
- Submit written testimony at public hearings.
- Host a press conference.
- Attend town-hall meetings and listening sessions.
- Participate in Disability Advocacy Day.
- Take pictures & videos at events and share, share, share.







## Save IRIS

By irem518 | Updated: March 6, 2015, 3:23 p.m.



Share your message in a variety of ways.





The Legislative Fiscal Bureau says that the current model will **save \$34 million** over the next **10 years**.

**IRIS SAVES MILLIONS**

STAYING  
AT HOME



The average cost of a nursing home in Wisconsin is **\$238/day** - over **\$7100/month**.  
The #1 goal of IRIS is to keep people in their homes.

Provide complex information in an easy & eye-catching way.





## Get Media Attention

- Send out press releases about your concerns & your advocacy efforts.
- Reach out to media with phone calls & emails.
- Write letters to the editor.
- Meet with the editorial board of your local paper.





Build relationships with legislators on both sides of the aisle.





## Get to know Legislators & their Staff

- ❖ Sign up for legislative updates. “Like” the legislator’s Facebook page and follow them on Twitter.
- ❖ Provide helpful information by phone, email, letter, and in person. Become a resource to them.
- ❖ Keep all communication positive & polite.
- ❖ Remember that it is okay to say that you need to get back to them if you don’t have the answer to a question.
- ❖ Thank them for their time. Praise them for the work they do to help your cause.
- ❖ Follow up with a thank you note or email!

We threw everything at it but the kitchen sink and if we thought it would save IRIS we would have thrown that too.



Cartoon from Francis Glebas' Blog

# RALLY!

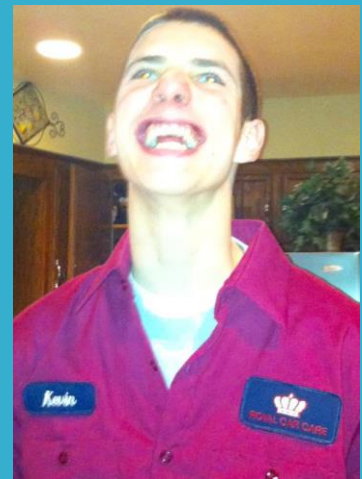
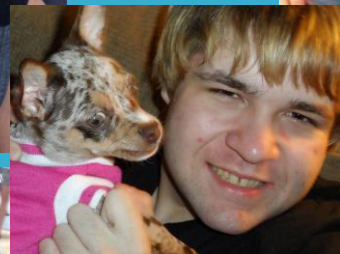
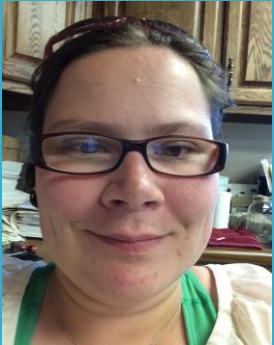


*"Never believe that a few caring people can't change the world. For, indeed, that's all who ever have."*

*-Margaret Mead*











## Tips from the “successfully unsuccessful” Save IRIS Campaign

### Embrace Social Media

**Find your name and your mission.**

**Develop a Logo.**

**Create a Website.** Use a website builder like GoDaddy or Wix. Use the website as a place to store documents and news stories you want people to be able to access. Use it to post Action Steps. If you need donations, this is a place to put a donation button that links to PayPal.

**Create a Facebook Page.** Ask everyone you know to “like” the page and like/share posts. Pictures engage others. Use Facebook to ask people to engage in specific advocacy tasks (such as calling a legislator) and to update them regarding the issue. Monitor the page to be sure that the comments are not partisan or inappropriate.

**Create a Twitter account.** Tweet at advocacy events and provide brief updates in real time.

**Create a blog.** Use it to share information in a longer and more detailed way and engage others in dialogue.

**Use YouTube.** This is a great place to post videos from advocacy events, powtoons, and training videos.

**Use online petition tools.** Be mindful of whether they are considered “partisan” as this could affect the impact of your message. Use these tools to gather contact information of people who share your concerns.

### Build Relationships with Legislators

- ❖ Sign up for legislative updates. “Like” the legislator’s Facebook page and follow them on Twitter.
- ❖ Provide helpful information by phone, email, letter, and in person. Become a resource to them.
- ❖ Attend public hearings, town-hall meetings, listening sessions, and Disability Advocacy Day.
- ❖ Make an appointment to meet with your legislator “in district” or in Madison.
- ❖ Keep all communication positive & polite.
- ❖ Remember that it is okay to say that you need to get back to them if you don’t have the answer to a question.
- ❖ Thank them for their time. Praise them for the work they do to help your cause.
- ❖ Follow up with a thank you note or email!

### Share Information in a User-friendly Way

- Create graphics with brief facts and figures.
- Make a Powtoon that explains the issue.
- Create an informational video.
- Use comparison charts.
- Write an “elevator speech” and share it so others have a quick way to describe a complicated subject.
- Listen to the “rumors” about the issue and address and clarify.
- Keep it Positive!

### Get Media Attention

- ❖ Send out press releases about your concerns & your advocacy efforts.
- ❖ Reach out to media with phone calls & emails.
- ❖ Write letters to the editor.
- ❖ Meet with the editorial board of your local paper.

**BE POSITIVE & PROACTIVE**

Connect with other groups who have the same goal. Build a network of committed people. Always say “please” and “thank you.”