



## Michigan Positive Action Coalition

Rick Otterbein, Legislative Director

PWA Conference 2010  
Bay City, MI

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## Do-it-Yourself Advocacy

Or...How we turned losing our funding into a *Good* thing

- History Of PWA Involvement in Community Planning in Michigan
  - S.H.A.C.C./S.C.P.G./ Consortia/R.C.P.G.'s
  - The Michigan Persons Living With AIDS Task Force (PWA Task Force)
    - Committees
      - Executive Committee, Needs Assessment, Membership/Management, Marketing, Special Events, Legislative Action, D.O.C. Workgroup, Prevention Workgroup, Women's Issues Workgroup

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## Can we say we pissed off *ALL* the right people?

- Double-edged involvement
  - Partnerships, Collaboration or Tokenism, what is the reality of PWA input via RWCA and CDC mechanisms?
  - Know your reason for participating/desired effect/limitations of input.

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## Deciding to be Who You Are

- What happens if you loose support-or it's not there in the first place
  - Returning to the early days...grassroots efforts
  - Finding Friends and Foes
  - Defining your Goals, being painfully specific
  - Fake it 'till you make it'

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## Advocacy Training the MI-POZ Way

Rick Otterbein, Legislative Director

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## Introduction

- Welcome, Introductions
- Learning Objectives
  - To understand the state and federal legislative process
  - To learn concrete strategies for actively engaging in the legislative and public arenas
  - How to use data to develop talking points
  - How non-profit organizations can legally lobby

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## Agenda

- 10 AM – 11:30 AM: The Budget Process
- 11:30 AM – 12 PM: Education Vs. Lobbying – Nonprofit organizations
- 12 PM: Lunch
- 1 PM – 2:30 PM: Effective Legislative Education – Using the Data
- 2:30 PM – 2:45 PM: Break
- 2:45 PM – 4:00 PM: Group Exercise

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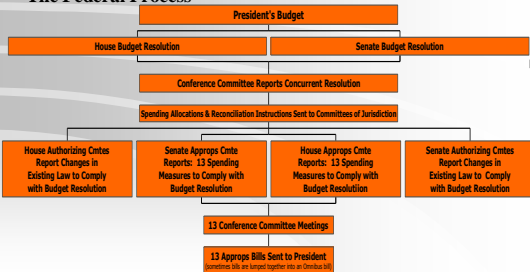
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## The Budget Process

### The Federal Process




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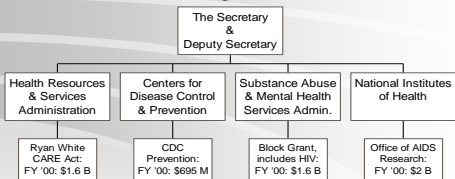
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## The Federal Process

### HIV/AIDS Related Agencies within HHS:




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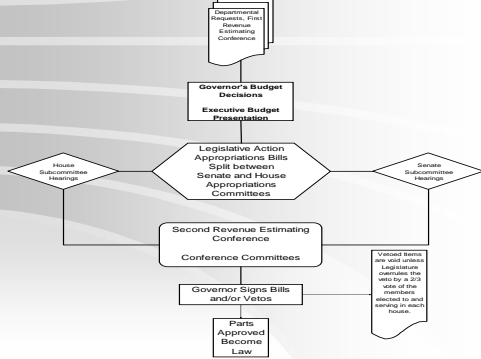
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# The State Process



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# Education Vs. Lobbying

What can a 501 (c) 3 do?

Who is a candidate?

Facts & Circumstances Test

- Messages... What can't be said under this IRS code
- What's Permissible

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# Candidate Education

Do's and Don'ts

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## Comparing Nonprofits

	501(c) 3	501(c) 4	527
Examples			
Tax Treatment			
Lobbying Activities			
Electoral Activities			

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## Effective Legislative Education

- Advocacy Tips
- Making a comprehensive advocacy plan
- Targets and agents of change
- Tactics
- Goals (Time phased and measurable)
- Challenges to advocacy in the near future

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## Using the Data

- Effective use of data sources
  - Knowing your numbers
  - Knowing which numbers to use
  - Letting the numbers speak
  - Giving complex information simply

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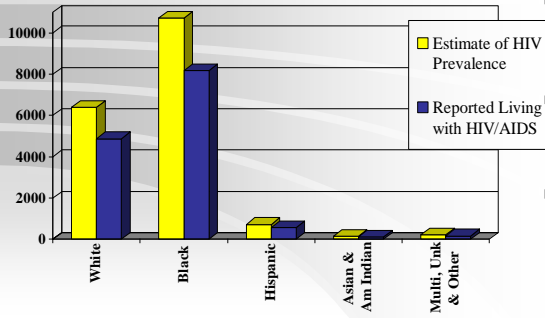
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## Example of Data

(Obtained from the 2009 HIV Quarterly Report from MDCH)




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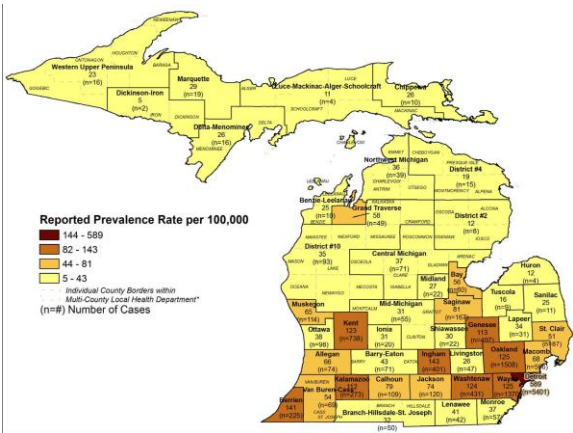
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## Advocacy Myths Debunked

The truth about your role in legislative advocacy and education

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## The Nitty and the Gritty

Step by step guide to a legislative education visit

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## Group activity

Practice, practice, practice!!!

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## Summary and closing

Getting educated and informed  
PWA's into the heart of the action

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