

Legislative & Institutional Advocacy Reference

Module 3.8 - From Coalition to Policy

The 6-Stage Legislative Process

| Stage | What Happens | Where You Intervene |
|-------------------|---|---|
| 1. Issue ID | Someone raises a concern | Coalition media work + direct outreach plant seeds |
| 2. Staff Research | Staff prepare briefing materials | Build staff relationships so YOUR data makes the briefing |
| 3. Committee | Committee discusses, sometimes public input | Testify here — smaller audience, more influence |
| 4. Public Hearing | Formal community input before vote | Coalition shows up — coordinated, diverse |
| 5. Vote | Legislative body votes | Your work is already done or it isn't |
| 6. Implementation | Staff implement new policy | Stay engaged — good laws die in implementation |

Key insight: Most citizen testimony fails because people show up at Stage 4 when the battle was fought at Stages 2-3.

Staff Relationship Strategy

| Step | What to Do |
|--------------|---|
| 1. Identify | Find the aide/analyst assigned to your issue area |
| 2. Introduce | Present yourself as a resource, not a demander |
| 3. Provide | One-page summaries, local data, constituent stories |
| 4. Follow up | Every 2-3 weeks during active issues |
| 5. Thank | Acknowledge when staff include your perspective |

Public Testimony Structure (~90 seconds)

| Element | What to Say |
|-------------------|---|
| Identity (10 sec) | Name, neighborhood, connection to issue |
| Scene (20 sec) | One concrete moment — not statistics, a scene |
| Stakes (20 sec) | What's at risk if nothing changes — local, personal |
| Ask (20 sec) | Exactly what you want them to do — specific vote/action |
| Close (10 sec) | One sentence — thank them, state coalition presence |

Inside-Out / Outside-In Framework

| Phase | Inside Strategy | Outside Strategy |
|-----------|----------------------------------|---|
| Research | Map internal decision-making | Build coalition, gather data |
| Propose | Formal proposal through channels | Begin public awareness |
| Escalate | Inside champions raise urgency | Increase public pressure |
| Negotiate | Inside allies broker compromise | Signal willingness for incremental progress |
| Implement | Inside allies monitor compliance | Celebrate wins, maintain visibility |