

LEAD THE
WAY

Lobby Team Prep Session

Sesión de preparación para el equipo de cabildeo



2022 California Action Conference
Conferencia California Action 2022



Agenda

- Review Materials
- Researching Your Legislators
- Talking Points
- Telling Your Story
- Practice

Agenda

- *Lean los materiales*
- *Investiguen a sus legisladores*
- *Puntos de discusión*
- *Contando sus historias*
- *Práctica*

Helpful Materials
Materiales útiles



Roles
Papeles



Roles / Papeles



- Start the meeting
 - 1-2 people talk about each bill and/or tell a personal story
 - Close the meeting
 - Note Taker
-
- *Inicien la reunión*
 - *1-2 personas hablan de cada proyecto de ley y/o cuentan una historia personal*
 - *Finalicen la sesión*
 - *Tomen apuntes*

Sample Agenda / Ejemplo de la agenda

Sample Legislative Visit Meeting Agenda

Team: _____

Legislator Name: _____

Staffer Name: _____

Date of Visit: _____

- I. Team Captain:
 - Thank the member for meeting with us
 - Inform the member/staffer that:
 - We are all ACLU members, supporters, and volunteers along with over 750 attendees to this year's Statewide Virtual ACLU California Action Conference
 - Since we are short on time we will only have time to speak to them about 3 bills that we ACLU Community Advocates will be going over and requesting the Legislator's support.
- II. Introductions
 - Everyone introduces themselves quickly (about 30 seconds each - everyone will have additional time to talk when we speak to the Legislator/Staffer about the bills.
- III. Team Member #1 reads summary of AB 256 **YES/NO**
 - The California Racial Justice Act of 2020 allows a defendant to file a motion at trial or following conviction challenging racial discrimination in their case. If the defendant proves the discrimination occurred, then the case will be sent back for a new trial, or the judge can adjust the charges or sentence in the interest of justice. Our goal in passing AB 256 is to make the Racial Justice Act applicable to people who have already been convicted in cases where racism was a factor.
 - Ask each person on call if they would like to tell the Member why they are supporting the bill and if they have any personal experiences regarding this issue.
- IV. Team Member #2 reads summary of SB 2 **YES/NO**
 - This bill would increase accountability for law enforcement officers that commit serious misconduct and illegally violate a person's civil rights. The bill creates a process to revoke the certification of a peace officer following the conviction of certain serious crimes or termination from employment for cause due to misconduct. The bill would also empower the Civil Rights Enforcement Section of the California Department of Justice with investigative authority to inquire into additional serious allegations of misconduct thereby creating a discretionary process for revocation of a peace officer's certificate. Finally, the bill strengthens California's key civil right law to prevent law enforcement abuses and other civil rights violations.
 - Ask each person on call if they would like to tell the Member why they are supporting the bill and if they have any personal experiences regarding this issue.
- V. Team Member #3 reads summary of AB 339 **YES/NO**
 - AB 339 would allow residents' the ability to continue participating in government while staying socially distanced: through digital and remote participation for government hearings. The proposed bill will:



Meeting Start

Thank you for meeting with us today. We are among 300 ACLU volunteers attending this year's ACLU California Action Conference.

We are here to talk with you about three important bills.

Inicio de la reunión

Gracias por reunirse con nosotros hoy. Perteneceemos a un grupo de 300 voluntarios de la ACLU que están asistiendo a la Conferencia California action de la ACLU de este año.

Estamos aquí para hablar con usted de tres proyectos de ley importantes.

Introduction

Each person introduces themselves: name, pronouns, city, and whether they are a constituent.

Presentaciones

Cada persona se presenta diciendo su nombre, pronombres, ciudad y si son parte de su electorado o no.

AB 1608 (Gipson)

AB 1608 would separate coroner's offices from sheriff's departments in counties across the state. It will serve as a building block to promote transparency and accountability when determining the cause of death of an individual who dies in police custody.

Can we count on the legislator's support for AB 1608?

AB 1608 separaría a las oficinas del forense de los departamentos del alguacil en condados de todo el estado. Sería un paso hacia adelante para promover la transparencia y rendición de cuentas al determinar la causa de muerte de una persona que muere bajo custodia de la policía.

¿Podemos contar con el apoyo del legislador para AB 1608?

SB 1038 (Bradford)

SB 1038 extends an existing law that protects our privacy and civil rights by ensuring that body cameras are not used as roving surveillance devices. AB 1215 was signed into law in 2019 and is set to expire after this year. SB 1038 will ensure the continued protection of our civil rights against the use of facial recognition by law enforcement with body-worn cameras.

Can we count on the legislator's support for SB 1038?

SB 1038 extiende una ley existente que protege nuestra privacidad y derechos civiles al asegurar que las cámaras corporales no se usen como dispositivos de vigilancia móvil. AB 1215 se convirtió en ley en el 2019 y expira después de este año. SB 1038 garantizará la continua protección de nuestros derechos civiles contra el uso de reconocimiento facial en las cámaras corporales de la policía.

¿Podemos contar con el apoyo del legislador para SB 1038?

SB 1273 (Bradford)

SB 1273 will eliminate the mandatory requirement that schools notify law enforcement for a wide range of student behavior. Eliminating these requirements will allow educators and school staff the flexibility to adopt non-punitive, supportive, trauma-informed, and health-based approaches to these behaviors.

Can we count on the legislator's support for SB 1273?

SB 1273 eliminará la obligación de las escuelas de notificar a la policía cuando ocurren una amplia gama de conductas estudiantiles. Eliminar este requisito permitirá que los educadores y el personal escolar tengan la flexibilidad de adoptar enfoques no punitivos, compasivos, informados por traumas y basados en la salud ante estas conductas.

¿Podemos contar con el apoyo del legislador para SB 1273?

Wrap Up and Close

- *Repeat-back any questions*
- *Confirm any solid commitments*
- *Thank the legislator and/or staffer(s) for their time*
- *Fill out the notes document*

Clausura y cierre

- *Repita las preguntas que hayan surgido*
- *Confirmen el firme compromiso*
- *Agradezcan al legislador y/o a su personal por su tiempo*
- *Llenen el documento de las anotaciones.*

Make it Personal
Personalícenlo



1. VALORES

EMPIECEN CON LO QUE ES IMPORTANTE PARA USTEDES. ¿Qué los inspira? ¿Por qué quieren que su audiencia haga algo o que cambie de opinión? Escriban la proposición de sus valores.

2. PROBLEMA

PLANTEEN EL PROBLEMA, NOMBREN LA AMENAZA. ¿Cómo amenaza el problema los valores que mencionó? ¿Quién está causando el problema? Compartan una historia o estadísticas, pero recuerden vincular una historia a un problema sistémico.

3. SOLUCIÓN

DESCRIBAN UNA SOLUCIÓN QUE HAGA SENTIR ESPERANZA. ¿Qué se puede hacer para defender sus valores? Recuerden usar palabras afirmativas y reconocer la posición y responsabilidad de su audiencia.

4. ACCIÓN

PIDAN ALGO ESPECÍFICO. ¿Qué puede hacer su audiencia concretamente? Si su audiencia es su legislador, mencionen el proyecto de ley y su número y pidan su apoyo u oposición.

1: VALUES

LEAD WITH WHAT YOU STAND FOR. What inspires you? Why do you want your target audience to act or to change their mind? Write your value proposition.

2: PROBLEM

STATE THE ISSUE, NAME THE THREAT. How does this problem threaten your stated values? Who is causing the problem? Share a story or statistics, but remember to link any one story to a systemic issue.

3: SOLUTION

PAINT A HOPEFUL PATH FORWARD. What can be done to uphold your stated values? Remember to use affirmative language and to acknowledge your audience's agency and responsibility.

4: ACTION

MAKE A SPECIFIC DEMAND. What can the target audience do concretely? If your audience is your legislator, name the bill and its number and ask your legislator directly for their support or opposition.

1. SEAN BREVES.

Sean considerados del tiempo de su audiencia. Si están cabildeando a un funcionario electo en persona, debe tratar de hablar por uno o dos minutos.

2. USEN EL MODELO VPSA.

Sigan los pasos que aparecen en esta hoja de trabajo para desarrollar un mensaje centrado en valores y terminen con una solicitud directa y concreta.



3. COMPARTAN SUS HISTORIAS PERSONALES.

Las historias son herramientas poderosas. Compartan sus historias personales y por qué estos asuntos son importantes para ustedes, para su comunidad y para el momento actual.

KEEP IT SHORT.

Be considerate of your audience's time. If you're lobbying your elected official in person, aim to speak for one to two minutes.

USE THE VPSA MODEL.

Follow the steps on this worksheet to develop a values-led message and end with a direct, concrete ask.

SHARE YOUR OWN STORY.

Stories are powerful tools. Share your own story of self and why the issues matters to you, your community and this moment.



What to Expect Next Week / Lo que pueden esperar la próxima semana

- You will have one or two (maybe three) scheduled lobby visits*
- You should have already received your schedule and heard from your captain*
- Programaremos una o dos (tal vez tres) visitas de cabildeo.*
- Ya deben haber recibido su horario y escuchado de su capitán.*

