

Business owners, community leaders and residents can all be tremendous advocates for local decision-making. We must prepare our neighbors and our communities to take a stand and support the right to self-govern, or make decisions at "home."

## **1. PROVIDE LOCAL EXAMPLES.**

What issues has your council successfully addressed recently? What solutions are you working on? How is your community unique? How will proposed efforts by the Legislature impact your city's ability to self-govern? Localizing the issue gives your audience a reason to become passionate advocates for Home Rule. Also, be specific but be succinct.

## **2. IDENTIFY AND USE INFLUENCERS.**

Reach out to key decision-makers and leaders. When you engage the right business, civic and religious leaders and community activists, the message of protecting local decision-making will resonate throughout your community.

## **3. KEEP IT SIMPLE.**

Don't overwhelm a future advocate by demanding too much action too early. Create a simple webpage that includes an online sign-up form to get more information, and direct residents to that page. Or share a message on social media.

## **4. STAY IN TOUCH.**

Keep in contact with your advocates. Don't just reach out to them when you need something. Always provide immediate follow-up whenever you issue a call to action – even the simple things. Highlight responses in digital communications, via social media and during council meetings. Be public about thanking your advocates.



## WHERE TO FIND KEY LEADERS IN OUR COMMUNITIES

### **ASK TO SPEAK AT MEETINGS OR EVENTS HOSTED BY:**

- Chambers of commerce
- Civic groups such as Kiwanis or Rotary
- Faith-based organizations
- Homeowners associations and neighborhood organizations
- Senior centers
- Industry groups

### **OR HOST YOUR OWN:**

- Coffee with a Mayor/Council Member/Commissioner
- Morning Walk (or Bicycle Ride) with the Mayor/Council Member/Commissioner