



How to Win Friends and Influence People: A Successful Guide to State and Federal Advocacy

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Washington vs. the Real World

- Washington, DC Advocacy
 - Hill lobbying represents industry/large number of votes
 - Educational, constant and convenient for Congress
 - Will only take you so far
- Real World Advocacy (aka Grassroots)
 - Every contact (call, email, letter, visit, etc) is a vote
 - Vote early and Often!
 - Office staffers tally contacts = votes
 - Members of Congress want to get reelected
 - Loudest side wins

LIHEAP Advocacy – Washington, DC

- In May, over 35 utilities' representatives met to coordinate LIHEAP advocacy in DC.
- Issues Discussed:
 - Legislative State of Play
 - Money is tight - Obama Administration proposing 35% cut of funding to only \$3.3. billion
 - House Appropriations Committee Chairman Dave Obey (D-WI), a LIHEAP champion, is retiring this year
 - Legislative Ask
 - GAO study on LIHEAP funding
 - Plan and messaging going forward

LIHEAP Advocacy – The Ask

- **The Ask:**

- Congress should appropriate at least \$5.1 billion in Fiscal Year (FY) 2011 for LIHEAP.
- Congress should increase the fully authorized level of LIHEAP to \$7.6 billion through the passage of H.R. 4554, the Energy Assistance for American Families Act, sponsored by Rep. Ed Markey (D-MA-7).

LIHEAP Advocacy – The Plan

- Visit all Offices of House of Representatives that serves on the House Appropriations Committee (Committee having jurisdiction over LIHEAP funding).
 - Make them aware of the GAO study and refer to the GAO talking points.
 - Congress should appropriate at least \$5.1 billion in FY 2011 for LIHEAP.
 - Please cosponsor Rep. Ed Markey's (D-MA-7) bill, H.R. 4554, the Energy Assistance for American Families Act, to increase the fully authorized level of LIHEAP to \$7.6 billion.
- Organize a Senate companion bill of H.R. 4554

Pop Quiz!

- How many bills are introduced on average in a two-year Congressional session?
- What percentage usually pass?
- Of those that pass, what percent are about renaming post offices and federal buildings?

Answers

- How many bills are introduced on average in a two-year Congressional session?

10,000

- What percentage usually pass?

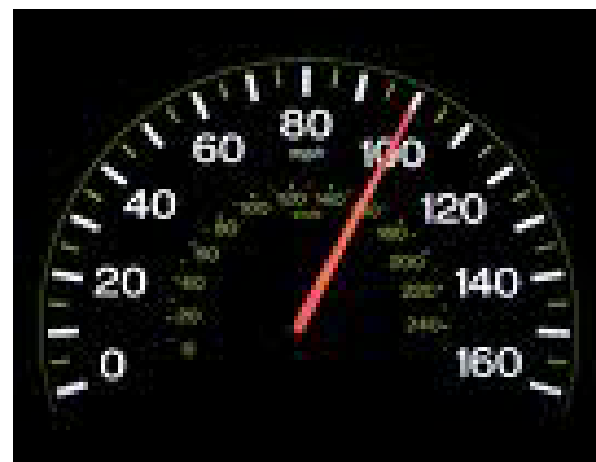
4% - 400 bills in a 2 year cycle

- Of those that pass, what percent are about renaming post offices and federal buildings

32%

How to Move the Needle

- National Action for LIHEAP
- Grassroots Outreach
- LIHEAP Take Action Center
- LIHEAP Summer Action Day – July 28, 2010
- LIHEAP Winter Action Day – February 9, 2011



National Action for LIHEAP

- Press Conferences in Detroit, Michigan
- Press Conferences in four Louisiana Cities
- Congressional visits in Mississippi and New York
- CEO Letters to Mississippi delegation and Pennsylvania
- Radio interviews in Mississippi
- News conference with Sen. Blanche Lincoln and Entergy announcing support of \$7.6 for LIHEAP
- Arkansas Governor announced Arkansas LIHEAP Day 2010



Press Conference – Detroit, MI



Press Conference – Detroit, MI



Press Conference – Sempra – Los Angeles, CA





Grassroots outreach

- NFFN on Facebook
- AGA Legislative Action website
<http://capwiz.com/aga/home/>
 - Send a pre-written email to your Members of Congress
 - Look up your Members of Congress' contact information and staff information so you can call or set up an appointment
 - Read up on how Congress works
 - Look up local media outlets

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Welcome to our:

Legislative Action Center

You can make a big difference in just 5 minutes. That's all it will take to learn the issues and send an email to your elected officials. The actions of our government have an enormous impact on the lives of you and your family, and we hope you'll use this site to learn about things that matter to you.

Please take the following actions:

1. [Join our Action Network](#) and we'll send you important updates regarding our issues and how you can speak out on important issues.
2. [Send an email to your elected officials](#) and tell them to pass important legislation that you can follow right here.

FEATURED ALERT

Urge your Representative to Support At Least \$5.1 Billion for Low-Income Home Energy Assistance Program (LIHEAP).

The Low Income Home Energy Assistance Program (LIHEAP) was created by Congress to help our nation's low-income households stay warm during the winter and cool in the summer. This critical program provides federal funding to help natural gas customers who struggle with home heating and cooling bills during times of extreme weather.

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[Take Action](#)

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Visit the LIHEAP Legislative Action Center!

- Send an email to your Members of Congress now
- Forward the website to your colleagues
- Located out in the Foyer outside of the Ballroom
- Every contact to your Member of Congress is a vote!

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LIHEAP Summer Action Day

Wednesday, July 28, 2010

Washington, DC



- Register for Summer Action Day!

Schedule:

Tuesday, July 27, 2010

5:30pm – Reception

Wednesday, July 28, 2010

9:00 am -11:00 am -Breakfast and Briefing

Location: American Gas Association, 400 N. Capitol St., DC

11:30 am -4:30 pm - Congressional Meetings on the Hill

4:30 pm – 6:30pm - Debriefing and Reception

LIHEAP Winter Action Day

Wednesday, February 9, 2011
Washington, DC

Mark Your Calendar!





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