

# **Know Your Story, Tell Your Story, Sell Your Story**

Part 1 of 4 - Advocacy Workshop Series

**“How to Effectively Advocate With Your  
State & Federal Representatives”**



**Thank you to our event sponsor**



**Mr. Matt Pomara, Co-Founder, Vice-President**



# Save the Dates for These Upcoming N-SSBA Events!

**1/10/23- Part 2** of Know Your Story, Tell Your Story, Sell Your Story, Long Island's Changing Demographics  
**FREE ONLINE WEBINAR** 7:00pm-8:30pm

**1/26/23- Joint Conference** with the Nassau & Suffolk Superintendents' Associations @ Hilton Long Island  
Huntington 6:30pm-9:30pm

**2/9/23- Part 3** of Know Your Story, Tell Your Story, Sell Your Story, Financial Literacy Beyond the Mandate @  
Sayville High School Library 6:30pm-9:30pm

**3/9/23- Part 4** of Know Your Story, Tell Your Story, Sell Your Story, Marketing in School Districts: "Who Speaks  
for Your Brand?" @ Heritage Club at Bethpage 6:30pm-9:30pm

**4/24/23-** "A Conversation With the Commissioner" NYSED Commissioner Dr. Betty Rosa will be our featured  
speaker @ Heritage Club at Bethpage 6:30pm-9:30pm

**5/30/23-** N-SSBA's Annual Business and Awards Dinner @ Fox Hollow, Woodbury  
6:30pm-9:30pm

**District Clerks Will Be Sent Registrations Forms For These Events During the Year**



# NYS Assemblyman Fred Thiele

- Upon graduation from law school in 1979, Mr. Thiele became counsel to then-Assemblyman John Behan of Montauk. He served in that capacity until 1982. From 1982–1987, Mr. Thiele was Southampton Town Attorney. In November 1987, Mr. Thiele was elected to the Suffolk County Legislature.
- In November 1991, Mr. Thiele was elected as an Independent to serve as Southampton Town Supervisor.
- In 1995, Mr. Thiele was elected to the New York State Assembly to fill the seat vacated by Assemblyman John Behan. The district includes the Town of East Hampton, the Town of Southampton, the Town of Shelter Island, and the southeastern portion of the Town of Brookhaven.
- Mr. Thiele is serving his 13<sup>th</sup> term in the New York State Assembly. Assemblyman Thiele has numerous accomplishments as a State Assemblyman. He authored legislation which created the Peconic Bay Community Preservation Fund Act (CPF). This groundbreaking legislation authorized the five towns in the Peconic Region to establish dedicated funds, financed by a 2% real estate transfer tax for land preservation and water quality protection. Since its enactment 20 years ago by public referendum, the fund has generated more than \$1.4 billion and has resulted in the preservation of more than 10,000 acres of sensitive lands.
- Mr. Thiele continues his efforts to insure fiscal responsibility at all levels of government. He has supported successful initiatives to reduce income taxes and was an original proponent of the STAR program to reduce school taxes.
- Mr. Thiele is the Chairman of the Assembly Local Governments Committee and serves as a member of the Rules Committee, Environmental Conservation Committee, Oversight, Analysis and Investigation Committee, and Transportation Committee.



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# Best Practices For Advocating Your Representatives

- Preparation Prior to Your Meeting, Do Your Homework
  - Know your representative's stance on issues, their political stance
  - Their voting history
  - Their stance on the key issues you will discuss
  - What committees do they serve on? Which ones do they chair?
  - Know their personal history, there might be personal connections you are unaware of

# Pre-Fly Checklist Prior To Your Meeting

- Identify who will “lead the discussion”
- Instead of the traditional “leave behinds” use the “send ahead” method
- Identify your top 3-5 key issues you want to discuss
- Compile local impact data surrounding your issues
- Tell your local story
- Be factual, if you aren’t factual, you will lose credibility
- No “The sky is falling!” hyperbole unless it is falling!
- Meet as a team ahead of time, and remind everyone be mindful of the time, if you have 30 minutes **don’t go over!**



# Some Quick Tips on Advocacy

- Create and give your elected officials a district fact sheet or brochure highlighting important district facts, enrollment, demographics, special programs, graduation rates
- Highlight new programs or new initiatives the district is undertaking
- Highlight significant and notable student or district achievements
- Attend events that your legislators are having locally that benefit the community like “Trunk or Treat”
- Don’t forget to say “**Thank You**” two powerful words!



# Other Tips To Be A Successful Advocate

- Learn who your legislator's staff are, the key people who handle education. For example, the scheduler is your best friend as well as the Chief of Staff.
- Sometimes the staff are the ones who brief the legislator so don't discount the importance of their value if you meet only with them.
- Try to offer information or create an opportunity for you to follow up with the staff, post meeting.
- Offer to be a resource to your legislator as a sounding board when legislation comes across their desk.





# Relationships Matter, Build Them!

- Don't only meet with your legislators or the staff once a year, advocacy is a year-round job
- If they only hear from you once, they may think the issues aren't that important
- Invite your legislators to events at your schools
- Go to local meetings where they are scheduled to speak, like civic meetings, town halls
- Follow them on social media
- Regardless of political affiliation, work with them professionally and respectfully



# You Are The Best Advocate For Your District

- Make sure your team is prepared!
- Make sure all voices are heard, no one voice dominates.
- Be early for your meetings and end on time.
- Meet both at their offices locally and either in Albany or in D.C.
- They need your voice just as much as you need theirs!
- Remember you both have been elected by the same voters!

# Questions???



Thank You & Goodnight



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