



Welcome!

Building Relationships With Decision Makers



TRAINING & CONSULTING SERVICES
BY YOUTH LEADERSHIP INSTITUTE



YOUTH LEADERSHIP INSTITUTE
Use Your Voice



We want to acknowledge that we are on the traditional territory of many Indigenous Nations.

Native Land brings about discussions of colonization, land rights, language, and Indigenous history tied to our personal histories.

Looking at the land from an Indigenous perspective means acknowledging that the land is a living being - this understanding both gives us insight into and increases our awareness of how we treat and interact with the land.

via Native-Land.ca

We invite each of you to share the land you are currently on in the chat.

Our Offices:

Marin - **Me-Wuk (Coast Miwok) Land**

San Francisco & San Mateo - **Muwekma, Ohlone, & Ramaytush Land**

Merced, Madera, & Fresno - **Yokuts Land**

Long Beach - **Tongva (Gabrieleno) Land**

Eastern Coachella Valley - **Cahuilla Land**

Youth Leadership Institute

Young people – particularly youth of color and their allies – are deeply motivated to address inequities in their communities.

At Youth Leadership Institute, young people realize their power by learning to use their voices to create meaningful change.

Learn more at yli.org.



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Introductions

In the chat please share your:

- Name, Pronouns, Org
- What is one thing you're looking forward to this week?



Zoom Reminders

- PLEASE RENAME YOURSELF USING YOUR NAME, PRONOUNS, AND ORG
- PLEASE STAY ON MUTE DURING THE TRAINING UNLESS YOU HAVE A QUESTION OR COMMENT
- WE'LL MONITOR THE CHAT IF YOU WANT TO DROP IN ANY QUESTIONS
- WE'LL UTILIZE THE REACTION BUTTONS, ESPECIALLY THE THUMBS UP/DOWN

Community Agreements

- TAKE CARE OF YOURSELF
- EMBRACE THE AWKWARDNESS
- BE PRESENT TO LISTEN & LEARN
- TAKE SPACE, MAKE SPACE
- EMBRACE THE NUANCES
- INTENT VS IMPACT
- USE "I" STATEMENTS
- HAVE FUN!



Training Objectives:

- Building local political/policy contacts
- Connecting with decision-makers
- Raising policy maker awareness of the issues most important to their community, including youth

Please take a minute to sign up with your team on our small group sign up document - we will use this doc to place you all in groups by your org throughout the training!





Mentimeter

In your opinion, what are the benefits of building relationships with decision makers?



the yli model

Leadership Development

- Youth are building holistic leadership skills such as public speaking, analyzing root causes of issues, culturally competent healing, and more

Research

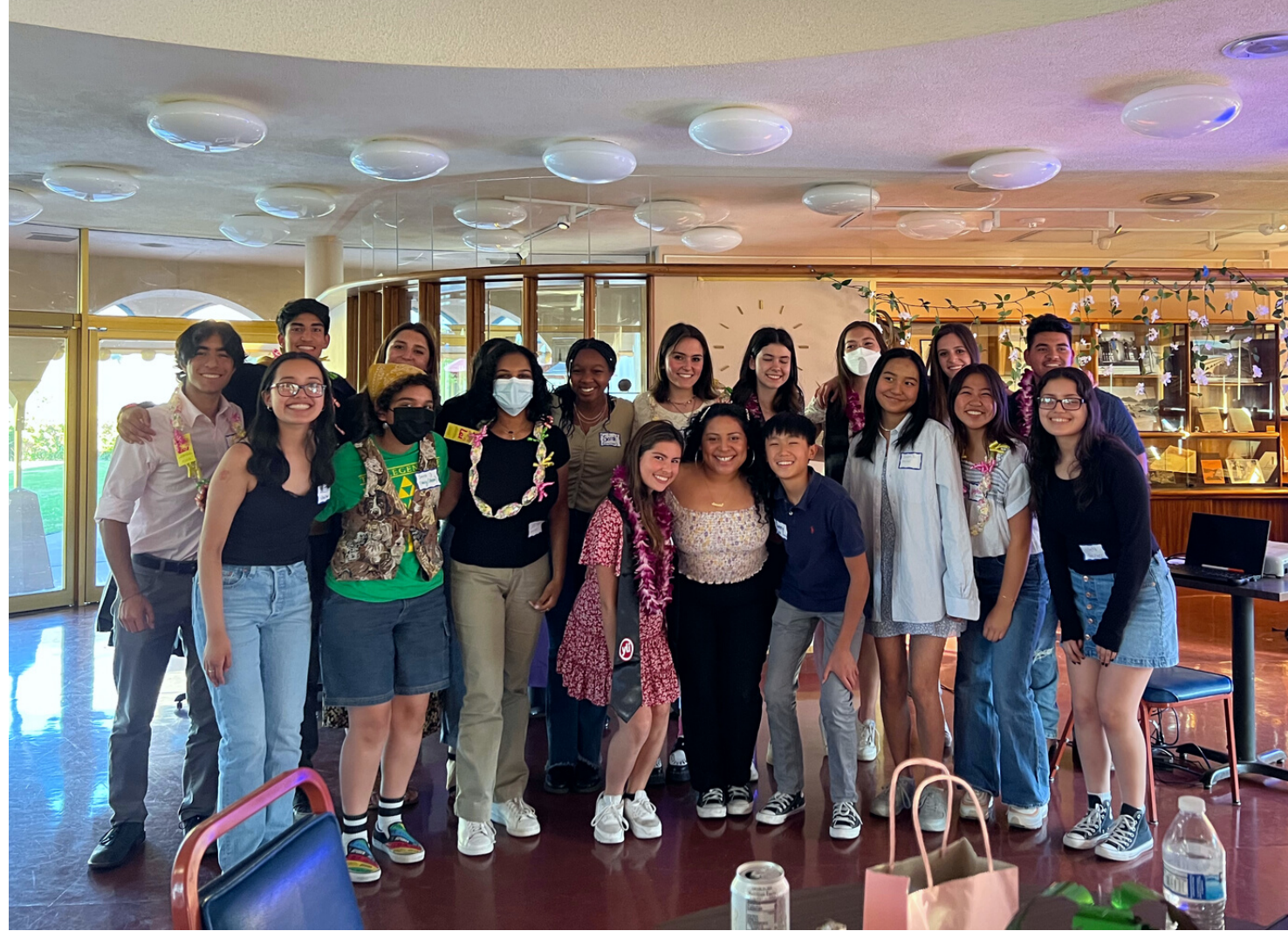
- Youth are researching their communities' needs through Youth-led Participatory Action Research and other methods

Storytelling

- Youth are shaping the narrative of their communities' stories through digital and print stories, podcasts, videos, and more

Campaigns

- yli young people and partners have led over 130 policy changes across California



To make change we need to shift power this includes building relationships with those in position of power to influence their decision making in our favor.

- Assess the role that your organization's values plays in building relationships
 - Core Values Driven
- Inside/Outside Strategy
 - Inside: your champion, anyone that closely influences your champion
 - Outside: you and your coalition/group
- Decision Makers have an agenda too, but they are accountable to you

Who are
your
decision
makers?

Who represents you in the California State Legislature?

Find your California legislators by typing your street address or searching their name.



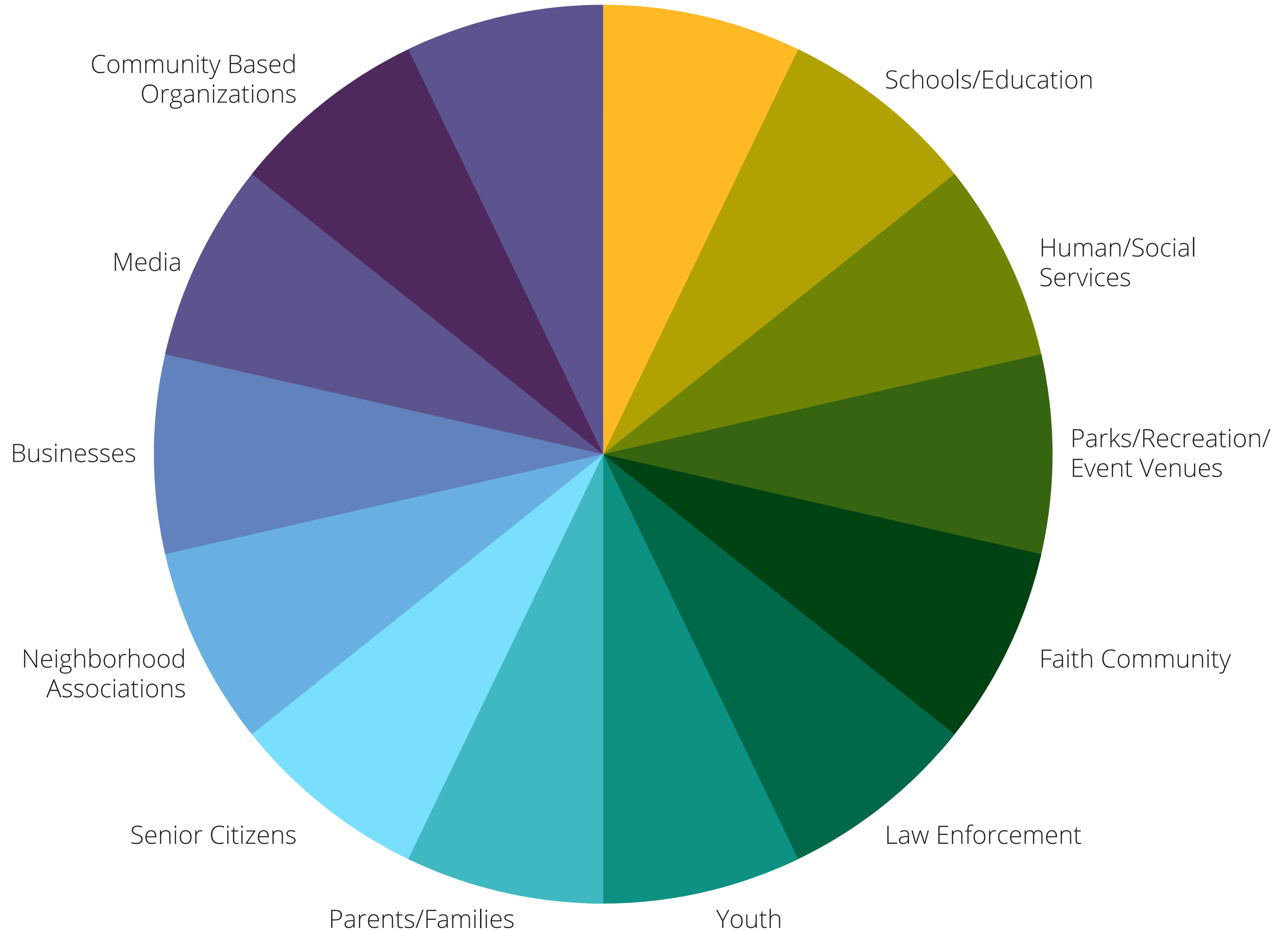
We do not store your address. [Privacy Policy](#) →

SHOW ALL LEGISLATORS +

[Jump to ideology](#) ↓ [Jump to Topics](#) ↓

Community Wheel

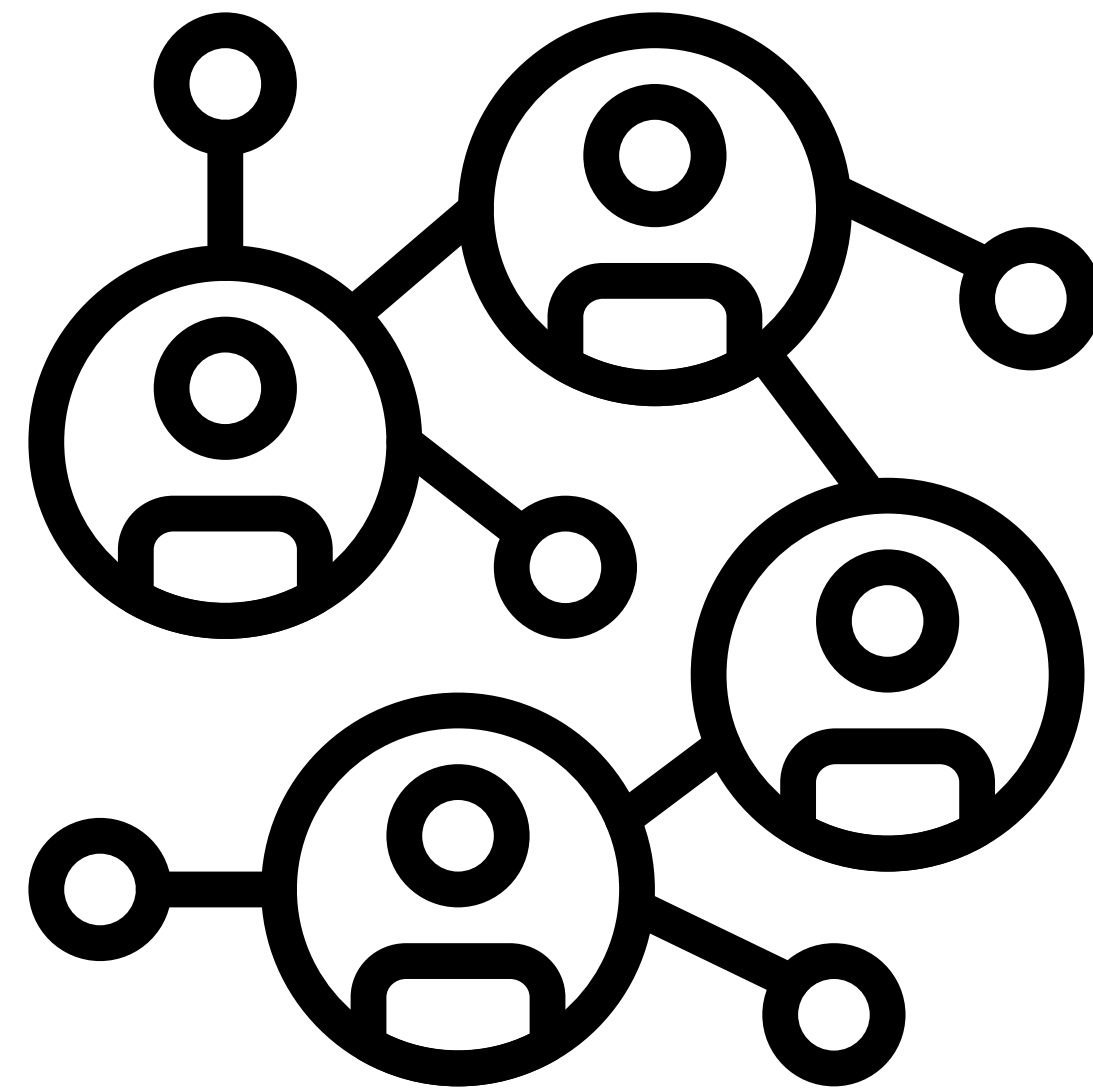
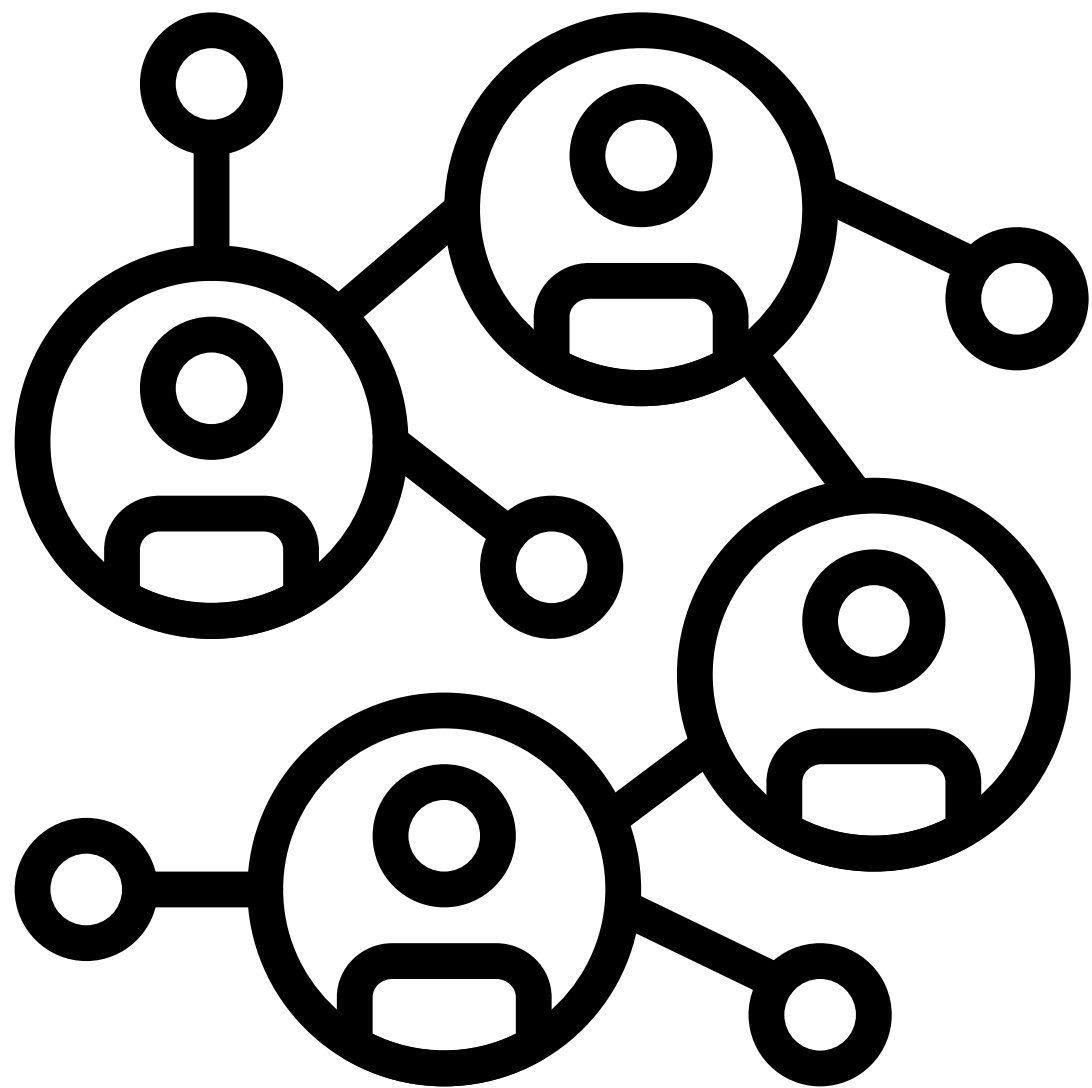
Youth-Led Campaigns work toward creating communities that meaningfully partner with youth to take on community issues.





Network Mapping

A tool to identify the connections and relationships you have access to in order achieve policy change and solve problems.





Network Mapping Activity

In your groups, draw out your map and have one member keep record of this activity for future use.

STEP 1. Identify problem or target

STEP 2. Map out major institutions

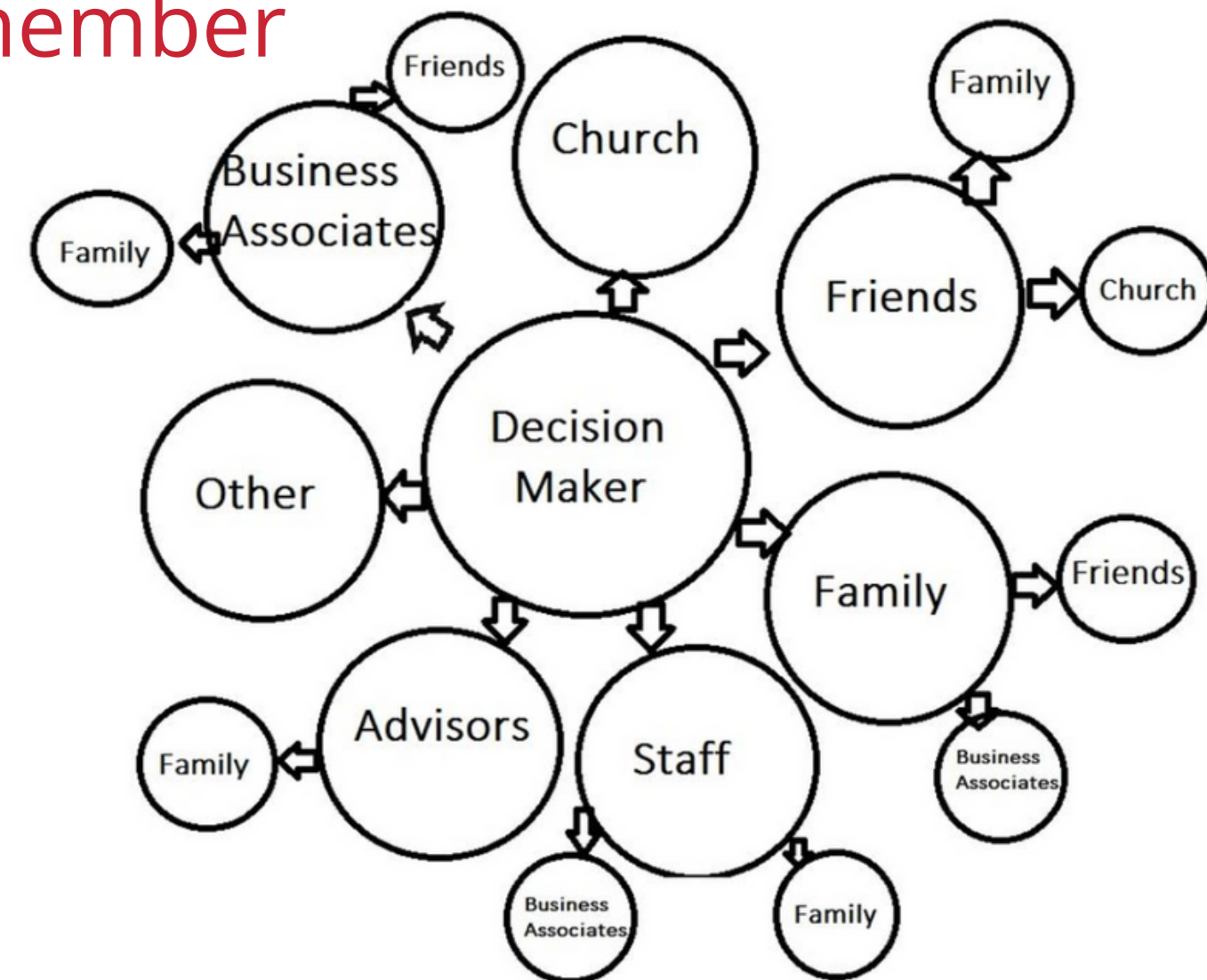
STEP 3. Map out individuals associated with institutions

STEP 4. Map other connections to key individuals

STEP 5. Determine connections

STEP 6. Determine priority relationships

STEP 7. Make a plan (Strategic Action planning)



Group Activity

1. In a minute, you are going to see a Join Breakout Room near/next to the “Share Screen” button
2. You will then self select the room number you signed up for in the google doc
 - a. For example, if you signed up for Room 1 - please click “Join” on Room 1 and wait for your team members to show up
3. We will be here to troubleshoot/ helping getting you into the correct room

Action vs Activities

- Actions can be useful tactics - activities may not
- Actions help you make progress towards your goal - activities may not
- Actions engage people strategically - activities may not
- Actions specify a demand or change - activities may not
- An Action is a movement connected to a direct ask for something (usually a change)
- Activities are important and lead to action

THE KEY POINT BETWEEN THESE IS INTENT





Let's get some more practice with deciding if things are actions or activities and look at scenarios together!

Scenario 1:

Your group has been studying the root causes of the unhoused in college students. You have created a comprehensive survey that has been passed out to community organizations working with displaced people and students. For the spring, your group has decided to organize a day-long, county-wide forum on displaced students. Both youth and adults will attend. The highlight will be a speak-out on the root causes and a letter-writing campaign to get all attendees to voice their ideas for solutions by writing policymakers. A television station will be present and will broadcast part of the forum on the evening news. Two mayors and three police chiefs will attend as well; at the end of the forum, they will be presented with the letters to take back to their communities for future work on the issue.



Let's get some more practice with deciding if things are actions or activities and look at scenarios together!

Scenario 2:

Anytown City is celebrating Martin Luther King Day and they are holding a rally in honor of the civil rights activist. At this rally, several students will read from his "I Have a Dream" speech and a local resident who marched with Dr. King will speak about her experiences in Washington D.C. on that day many years ago. To complete the rally, a 20-minute documentary on Dr. King's life will be shown. A young person will be asked to read a poem. Afterward, the city will celebrate the holiday with a BBQ for all.



Developing An Effective Message

- How do we build relationships with decision makers?
 - This starts by communicating the importance and impact of our work
 - A clear and strong message helps your campaign to stand out and decision makers to understand the specific ways they can support you
 - Creating a clear message also helps your colleagues and allies to communicate the problem your campaign is addressing and the change you want to see



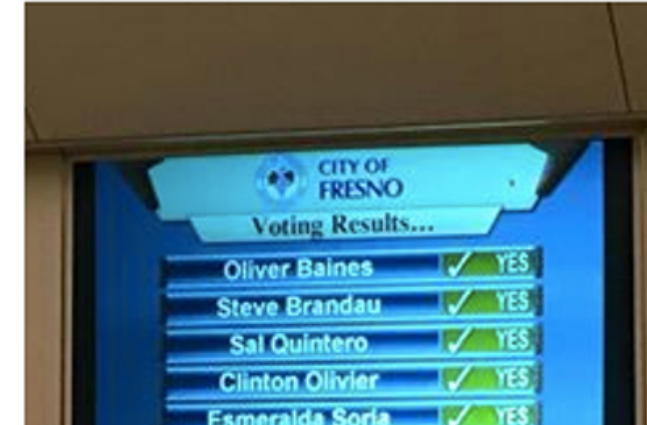
Preparing For Your Meeting



- Low risk ask - event
- Mid level risk ask - resolution
- High risk ask - law

1. 2015 resolution passes

More gratitude! After 3 years of youth work on the alcohol outlet saturation issue. 7-0 vote today on Alcohol access to youth in Fresno! Today the councilmembers passed a resolution to move forward on a city ordinance that would change the current ABC CUP (conditional use permit) from a lifetime license to a five-year license that will be reviewed and take infractions into consideration before they are renewed. It also will place restrictions on the proximity of a alcohol retailers to schools, parks, youth spaces and other existing alcohol retailers so over saturation doesn't occur. Thank you Councilman Baines for leading the way and Councilman Paul Caprioglio as Co-author!



Community
Environment

Community Health
Politics

Fresno's Responsible Neighborhood Market Ordinance Passes

05/03/2019 The kNOw Youth Media

Ed Note: On May 1, 2019, the Fresno City Council held a special meeting to discuss and vote on the Responsible Neighborhood Market Ordinance (RNMO).



Sample Meeting Agenda:

Meeting with Decision Makers

WHO IS
SAYING
THIS?

Who we are...(name, age, group, why you are involved)

What this meeting is about... (purpose of meeting, what are we here for today)

Identify the problem... (what we are working towards, why youth grants)

What you've done and found (what have we done so far, accomplished)

What you'd like to do (what we want to happen, & plan to do as a group in the next few months)

Ask what you want from them again

Ask if there are any questions

Ask for their commitment

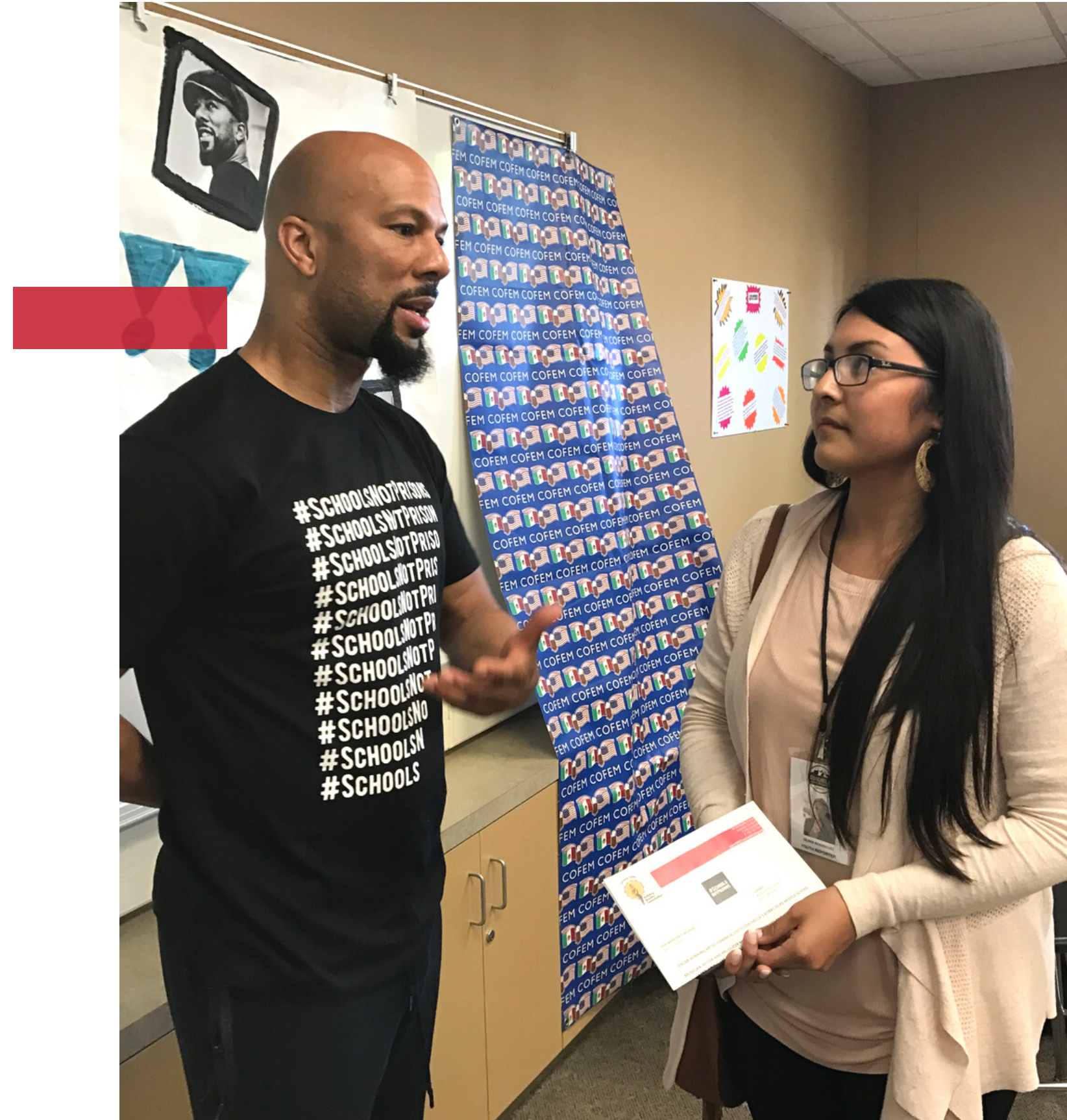
Before Your Meeting:

- Make a Connection -
invite them to an event
- Make an appointment
- Talk in numbers -
bring research
- Communicate Confidence



During Your Meeting:

- If they are elected, don't be disappointed if you meet with staff
- Engage the legislator/staff in a conversation by sharing your experience and asking questions
- Listen well and don't guess your answers
- Keep it short and focused (1,2,3) (KIS)
- Stick to the ASK, be prepared with material to leave with them
- Celebrate & affirm your champion



Crafting Your Message



Building Relationships With Decision Makers



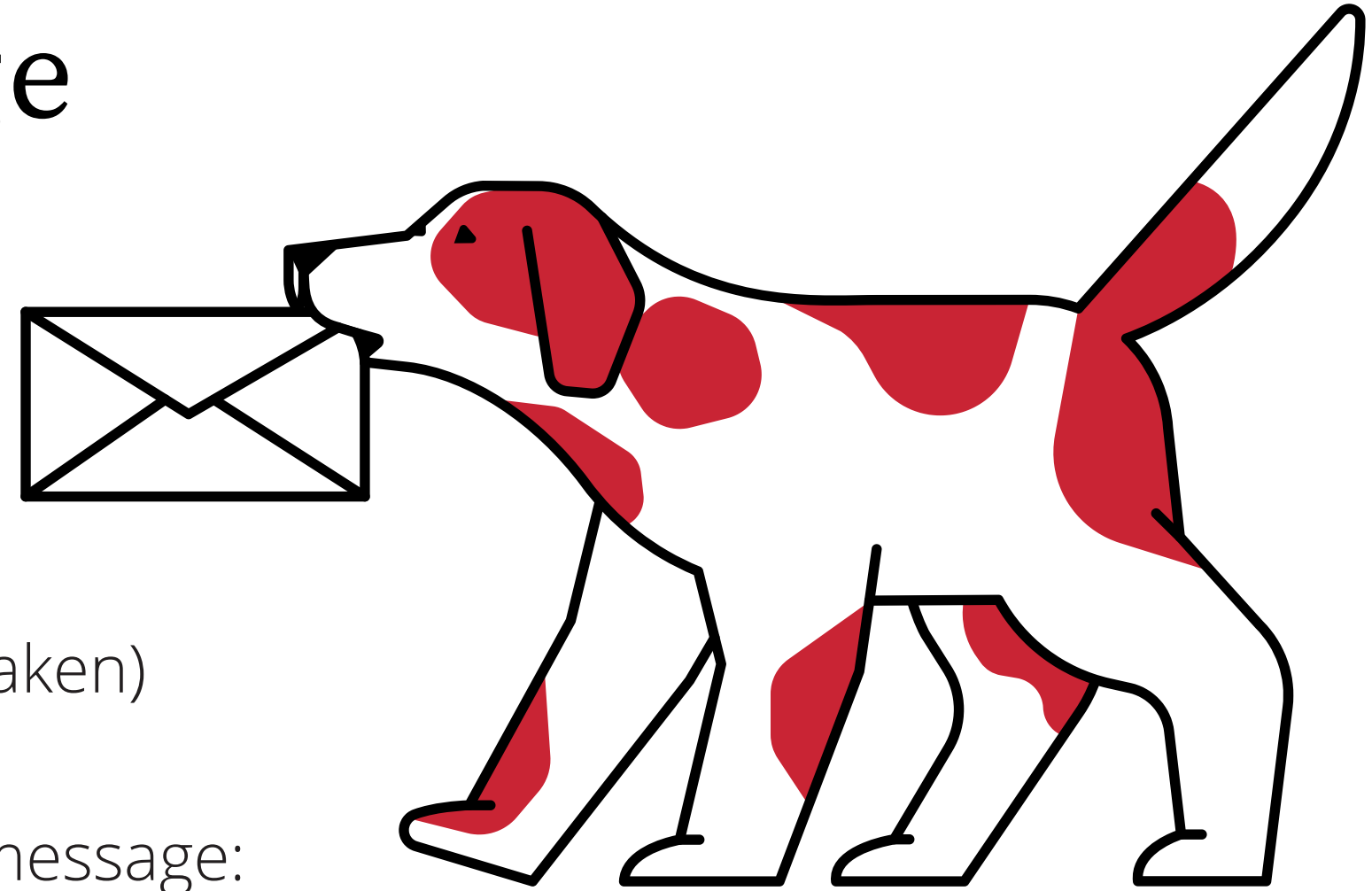
Crafting A Strong Message

A strong message tells the listener...

- What's Wrong or What's the problem is
- Why should they care? Why does it matter?
- What needs to be done (what action should be taken)

Share some other key points of a successful media message:

- Focus on what the institution can or should do to solve the problem (example: the city needs stronger laws about sales of alcohol to minors)
- Address shared values (example: we all care about healthy communities)
- KIS—Keep it simple



3 Parts To Successful Messaging:

1. **Launch:**

Opening & preview

2. **Make The Case:**

Content - THE ASK

3. **Seal The Deal:**

Closing & Review





Introductions

Elements to include:

- Hello, my name is...
- I live in...
- I want to talk to you about...

How can you “kick off” and introduce the material and info that you are talking about, how will you give an overview?

Make The Case & Seal The Deal

- Make it personal
 - "I care about this because..."
 - "This is important to me because..."
- State the problem -- present data
- Give a sense of urgency -- why does this need to happen now?



Let's Practice



Building Relationships With Decision Makers



Let's Practice in a Role Play - Elected Official, Constituents (young person, adult ally)

You're trying to get the attention of a local city council member to approve an ordinance to limit the amount of liquor store in your neighborhood and you only has the one minute elevator ride to hear your pitch. What do you say?

1. Earlier you signed up for a Room on the google doc. These should be based on your organization.
2. Each room has a corresponding Jamboard - for Rooms 1-9, here is the Jamboard. For Rooms 10-19, here is the link. And for Rooms 20-29, here's the Jamboard.
3. In a minute, you are going to see a Join Breakout Room near/next to the "Share Screen" button. You're going to self select into the Room number you signed up for in the google Doc. For example, if you signed up for Room 1 - please click "Join" on Room 1 and wait for your team members to show up.
4. We will be here to troubleshoot/ helping to get you into the correct Room.





How confident do you feel
about meeting with decision
makers after this training?

TRAINING EVALUATION:

