

## **Advocacy 101**

Down Syndrome Advocacy Day  
NC General Assembly  
16 West Jones Street  
Raleigh, NC

The goal of Down Syndrome Advocacy Day is to come together to share a common message.

Stick to the topics outlined on the Issues training page.

Important advocacy tips:

- Remain non-partisan and respectful
- Be brief – 3 minutes or less
- Remain on topic – make one point
- Be prepared – know your topic
- Rehearse your personal story
- Do not use disability specific language, jargon, or acronyms

In three minutes or less, tell your personal story and relate it to one of the selected topics.

Choose only one topic, as your time is limited and you want to make one strong point.

Make your story compelling and personal.

Print your personal story or a brief family biography to leave with your legislator. Include pictures.

It is unlikely legislators will be well versed or knowledgeable about the topic. Even if they are knowledgeable, they will not approach things as a parent of a child with Down syndrome.

Assume legislators do not know what you are talking about. Most will not know what an IEP or the Innovations waiver is.

Know your topic. Be prepared to answer questions. You are there to educate them about Down syndrome and how policy affects your loved one or your family.

If you do not know something, say so. Offer to get the information they inquired about.

Being a NC legislator is a part-time job. They come to Raleigh a few days a week when the legislature is in session. The rest of the time they are home in their districts and working at their regular jobs.

Thank them for their time and their service to the citizens of North Carolina.