

Facebook Live Training

Advocacy 101

Amy Zellmer- *TBI Survivor, advocate, and author*

Mollie Clark – *Public Policy Associate at the Minnesota Brain Injury Alliance, Grassroots Lobbyist*

Zack Eichten – *Public Policy Associate at the Minnesota Brain Injury Alliance, Direct Lobbyist*

1. Storytelling

- a. You are the expert on your own story
- b. Politicians care about their constituents
- c. Educate people about Brain Injury

2. Personal Advocacy vs. Political Advocacy

- a. Standing up for yourself (personal)
- b. Standing up for your community (political)

3. Telling *Your* Story

- a. Introduction – your 60 second personal commercial. Name, where you live,, what happened, the impact of brain injury on your life.
- b. Problem – Pick *one* problem. Describe a real life example of the problem and how it as affected your life.
- c. Solution – What do you want them to do about your problem? Describe the change you want and ask for a commitment. Don't forget to say thanks! 😊

4. Building Relationships with Lawmakers

- a. Find out who they are
 - i. United States: <https://tinyurl.com/uslegislators>
 - ii. Canada: <https://tinyurl.com/canlegislators>
 - iii. United Kingdom: <https://tinyurl.com/uklegislators>
- b. Schedule a meeting
- c. Tell them your story

5. Getting Your Community Involved

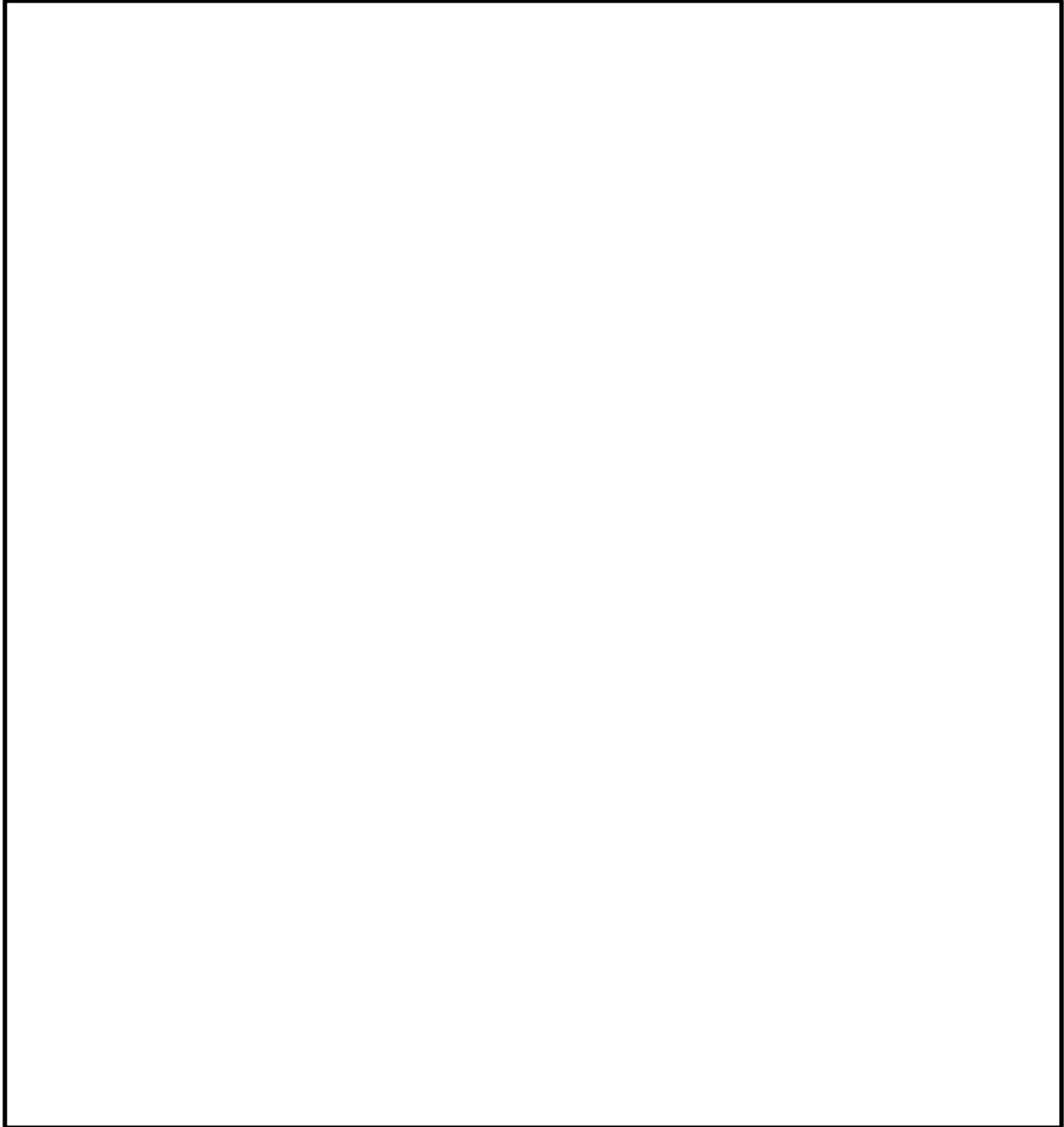
- a. Setting an example
- b. Gentle reminders
- c. Sharing resources

6. Questions?

1- Introduction

Your 60 Second Personal Commercial

Name, where you live, what happened, impact of brain injury on your life.

A large, empty rectangular box with a black border, intended for the student to write their 60-second personal commercial script. The box is currently blank.

2- Problem

Pick **One** Problem _____

Describe a real life example of the problem. How has this affected your life?

3- Solution

What do you want them to do about your Problem?
Describe the change you want. Ask for a commitment.

Don't forget to thank them for their time