



Advocacy Academy

Voices make a difference

Robin Reedy, Executive Director

- 20 years State of Nevada Government and Legislative Experience
- 5 years leading NAMI Nevada's Public Policy at local, state and federal levels
- Over 40 years experience in community based non-profits
- Family member passionate about improving the lives of those living with mental illness and those that love them



Tom McCourt, Director

- Advocacy, Training, Consulting experience in Specialty Courts, Domestic Violence, At-Risk Youth
- Veteran (USMC, USMCR, PA Guard)
- Over 25 years experience in community-based non-profits in both Pennsylvania and Nevada
- Family member passionate about improving the lives of those living with mental illness and those that love them



What we will cover today

- NAMI Public Policy and Advocacy
- Telling the story- when and how
- Taking action
- Hallway Speech

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

-Margaret Mead

NAMI Nevada Advocacy

- Where are we today?
- Where are we going?
- How do we decide our advocacy issues?
- How are we going to get there?

Telling The Story

- The story is important
- Don't talk them to death
- Be sincere
- Show your passion
- Useful for all levels of advocacy

7 Steps to Telling the Story

- Introduce yourself
- What Happened?
- What Helped?
- How are you different today?
- What is the need or problem?
- What will help others?
- Make your “ask”

Mentoring Their Stories

- Be clear when mentoring an advocate
- Different types of mentoring
 - *For Committees- think global*
 - *For legislative- use choreographed presentation*

Mentoring for Committee Work

- New advocates can pull the committee off course
- Use the worksheets to help mentor new advocates
- It is key to take the personal experience and think global

Mentoring for Legislative Work

- Be clear about roles
 - Lead- individual with personal connection, experienced person or staff
 - Messenger- the facts person
 - Storyteller- uses personal story
- Have specific talking points
- Plan choreography before meeting
- Use the strengths of your team

The Hallway Speech

- Always have one ready
- Give thought to crafting it
- Practice, practice, practice
- Don't be afraid to give the speech
- Know your audience

***Know the proper salutations
when addressing leaders!***

What is an Action Alert

- Limit to 3 talking points
- Tell them what you want them to do
- Make it easy for them to do
- Make them comfortable doing it
- Marketing and Presentation!

How to Take Action

- Write an email
- Make the call
- Meet with a decision maker
- Use the 7 steps to tell your story
- Get involved!

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member is easy!*

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