



# Agenda of Presentation

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- Why is Advocacy Important?
- Advocacy vs. Lobbying
- Advocacy Tips
- Resources

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# Why is Advocacy Important?

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- Provides education and awareness – what is CTE today?
- Share the impact of CTE on your community



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# Advocacy vs. Lobbying

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- What is the difference?
- What do you do if you *can* lobby, and what do you do if you *can't*?



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# Definition of Advocacy

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- Any activity that seeks to influence policies including:
  - Education
  - Op-eds
  - Messaging
  - Testimony

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# Definition of Lobbying

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- Asking policymakers to take a specific position or to vote on a specific piece of legislation.



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# Why is Advocacy Important?

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- Education and Awareness – You are the expert
- Decision making
- Constituent input
- Many stakeholders – not just policy makers

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# Advocacy Tips

## ***Before:***

- Know your elected officials and CTE stakeholders
- Know your local and Capitol Hill staff



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# Advocacy Tips

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## *During:*

- Be concise, precise, and polite
- Share data and stories on CTE outcomes and impact of cuts



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# Advocacy Tips

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## ***After:***

- Send a thank you
- Stay in touch

## ***Ongoing:***

- Grassroots
- Media



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# Advocacy Resources

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- [Advocacy Tools](#)
- [Data Sheets and Issue Briefs](#)
- [CTE Vision: \*Reflect, Transform, Lead\*](#)
- [CTE: Learning that Works for America<sup>®</sup> materials](#)
- [CTE State Profiles](#)
- [NASDCTEc Blogs](#)

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# Advocacy Resources

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- Want to learn more? View our on-demand webinars [webpage](#).
- NASDCTEc website: [www.careertech.org](http://www.careertech.org)
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- Facebook: NASDCTEc