

Brenna Goggin Advocacy Manager



## Delaware Nature Society



Mission: Delaware Nature Society connects people with the natural world to improve our environment through education, advocacy and conservation

Established in 1964

Formal Advocacy Program in 2000

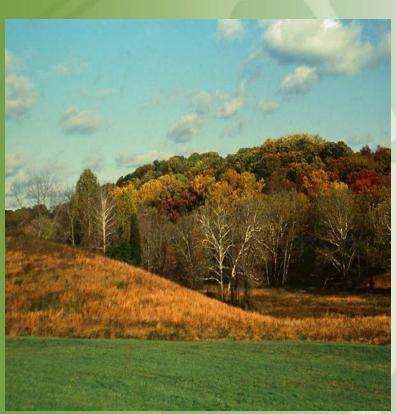
### What is Advocacy?



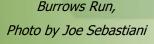


### What is an Environmental Advocate





- Provides leadership for DNS Advocacy efforts
- Develops the Society's legislative agenda and formulates positions and takes action, including public testimony, on key environmental issues.
- Cultivates relationships between the organization, elected and appointed officials, reporters, and news media
- Coordinate the Society's grass-roots activism efforts







#### What DNS CAN Do



- A 501(c)(3) organization
  - May participate in public lawsuits
  - Lobby within IRS limits
  - Educate candidates on public policy issues
  - Sponsor CandidateDebates
  - Publish Voting Records
  - Canvass the public on issues





#### What DNS CANNOT do

- Participate or Intervene in political campaigns on behalf (or in opposition to) any candidate for public office
- Devote any substantial part of its activities to influencing legislation



### Who do I Lobby?

- DE Congressional Delegation
  - Senators Carper & Coons
  - Representative Carney
  - legislative aides on environmental issues
- Governor
  - Chief of staff and Legislative liaison
- General Assembly in Dover
- Department of Natural Resources & Environmental Control
- Department of Agriculture





## ABC's DE General Assembly

- Delaware General Assembly
  - January to June
  - 62 members
- 21 members of the Senate
  - 8 Republicans, 13 Democrats
- 41 members of the House of Representatives (lower house)
  - 27 Republicans, 14 Democrats



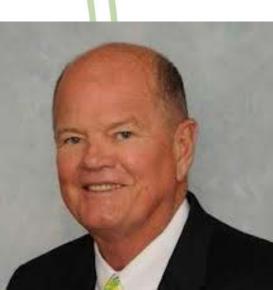
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#### Senate

#### Senate Leadership

- President (lieutenan Gov.)
- President Pro Tempore
- Majority Leader
- Majority Whip
- Minority Leader
- Minority Whip







## House of Representatives

- House of Representatives Leadership
  - Speaker
  - Majority Leader
  - Majority Whip
  - Minority Leader
  - Minority Whip











#### Relevant Committees



- Senate/House Committees
  - Agriculture
  - Bond Bill/Capital Infrastructure (Joint)
  - Energy & Transit
  - Finance (Joint)/Appropriations
  - Natural Resources and Environmental Control
  - Transportation



## How Do I Engage?

- Public Comment
- Media Coverage
- Testimony for elected officials
- Personal Meetings
- Serving on Committees and Task Forces
- Etc.



# Engaging with Policymakers



- Helpful hints for an effective exchange
  - Meeting with your legislator
    - Do your homework (their voting record, statements)
    - Be organized and concise and dress appropriately
    - Give reasons for your position
    - Leave some information and offer to be a resource
    - Write a thank you letter including any commitments made during the meeting



# Engaging with Policymakers

- Helpful hints for an effective exchange
  - Writing a letter/e-mail to your legislator
    - Spell his/her name correctly
    - Type/write, personal letter
    - Identify yourself, include name and address
    - Be brief and to the point
    - Coordinate letter with progress of bill, (ie., write when the bill is in committee, or just before bill comes to floor for debate)
    - Request a response from them
    - Write follow up thank you letter for his/her support of your position
    - DON"T be rude, righteous, or apologize for taking his/her time



#### Clean Water: A Case Study













The News Journal

October 9, 2014

Delaware Coastal Flooding to Get Worse



July 23, 2014

Chemical Detection Shuts Public Supply Well



### SCR 30: Clean Water Task Force



Senate Concurrent Resolution 30 established Task Force to make recommendations to fund clean water improvements and flood abatement.

Tasked to meet 6 times and provide recommendations by January 31, 2016

#### What can you do...

- Attend meetings
- Follow meeting updates on Twitter & CleanWaterDelaware.org

## What we Accomplished

- Alliance of over 20 "supporters"
- Social and Traditional Media touched 3,658 people
- 42 presentations and tabling events totaling 7,862

Total: 11,540 (mid-point)



# Thank you for the opportunity to present...

Questions?

