

Advocacy 101

MISF School Leadership Conference

September 28, 2021





YOUR VOICE, AMPLIFIED.

Our bipartisan team works with organizations to move public opinion, influence decision makers, enhance reputations, inspire action, and accomplish your goals.

Background Information

- The regular legislative session begins on the first Tuesday of January in odd-numbered years. The legislative session is a two-year session. For 2021-22, it is the 92nd Legislative Session.
- The first year of the two-year session must adjourn no later than the third Monday in May in the odd numbered year. The second year must adjourn sine die no later than the even-numbered year.
- The Governor (and only the Governor) may call the legislature into Special Session.
- The House elects 134 members and the Senate elects 67 members.
- House members serve a two-year term, the Senate serves a four-year term except the two years before redistricting. For example, Senators elected in 2020 will serve a two-year term and are up for election with the House in 2022.
- The Courts are expected to release the new legislative districts in late February 2022.



Background Information

- At the start of the two-year legislative session, the House and Senate elect legislators to serve in leadership.
- The full House elects the Speaker of the House and the two major party caucuses – Republicans and Democrats – elects the majority/minority leaders.
- The full Senate will elect the President of the Senate and the two major party caucuses will elect majority/minority leaders.
 - **Representative Melissa Hortman** (DFL-Brooklyn Park) is the Speaker of the House
 - **Representative Ryan Winkler** (DFL-Golden Valley) is the House Majority Leader
 - **Representative Kurt Daudt** (R-Crown) is the House Minority Leader
 - **Senator Jeremy Miller** (R-Winona) is the President of the Senate and was recently elected the Senate Majority Leader (Senator Paul Gazelka stepped down)
 - **Senator Melisa Lopez Franzen** (R-Edina) is the Senate Minority Leader

Background Information

- The leaders of the majority party in the House and Senate set the committee structure and name the chairs and members of the committee.
- The legislative work is done in committees – not on the floors of the House and Senate. The bills are largely intact for votes once they reach the floors of each body. Amendments may be considered on the floor but rarely adopted.

Steps a Bill Goes Through to Become Law

[Idea](#) → [Legal form](#) → [Authors](#) → [Introduction](#) →
[Committee](#) → [Floor](#) → [General Register](#) → [Calendar for the Day](#) →
[Special Orders](#) → [Conference](#) → [Floor](#) → [Governor](#)
[Questions and Answers](#)

Engagement with Legislators

Minnesota has a “Citizen Legislature” meaning the legislature is not a full-time, professional legislature. Minnesota has one of the largest legislatures in the country with 134 Representatives and 67 Senators.

Contact with local constituents is welcome and expected.

Building a solid working relationship with local legislators is important in gaining trust and support for non-public schools.

Key Dates for Engagement

Odd-numbered years:

- **First Tuesday in January:** Start of the two-year session
- **Late February/Early March:** State budget forecast is released by Minnesota Management & Budget (MMB) – legislature knows how much funding is available for General Fund appropriations for the two-year biennial budget.
- **March/April:** Legislative committees assemble and pass omnibus budget bills.
- **Third Monday in May:** Legislature must adjourn regular session. Legislature will set the date for the even-numbered session.
- **July 1:** First day of the new state fiscal year.
- **Late November/Early December:** MMB released updated state budget forecast.

Even-numbered years:

Legislature sets the date: In 2022, it is January 31.

Late February/Early March: MMB releases updated state budget forecast.

March/April: Legislature considers supplemental and capital budget bills

Third Monday in May: Legislature must adjourn sine die.

Engagement with Legislators

There's various ways to engage with legislators including:

- In-person meetings in legislative district (with possible school tour)
- In-person meeting at State Capitol
- Virtual/Zoom meeting
- Emails with legislators
- Phone calls and messages
- Social Media – Facebook, Twitter, Instagram

In-Person Meetings with Legislators

In-person meetings with legislators may be requested in district or at the State Capitol. During the legislative session, it is best to request the meeting at the State Capitol unless it is a Friday or weekend.

- Request meeting in writing, typically by drafting an email to the legislator.
- If no response, follow-up in 3 to 4 business days.
- Finalize meeting with legislator. If possible, schedule a school tour.

Example of Invite to Legislator to Meet

Your email message should include the following:

1. Greeting
2. Who are you and contact info
3. Request meeting
4. Background information
5. Thank you/closing

From: chas@parkstreetpublic.com (Chas Anderson) 
To:
Cc:
Bcc:
Subject: Introduction and Request for Meeting

Dear Rep. Rasmusson:

Good afternoon! I hope all is well with you.

As you may know, I am the Executive Director of Ascension School in Fergus Falls. Our local non-public school serves students in grades K-8 and our enrollment is approximately 600 students.

As you know, actions at the State Capitol have significant impact on our local schools in the community. At your convenience, do you have time to meet to learn more about our school and legislation we are supporting at the State Capitol for the 2022 Legislative Session?

For the past two sessions, non-public schools have supported legislation to extend mental health services to students in grades K-12. Right now, only students in grades 7-12 are eligible to receive these important services. We know that our students have mental health needs prior to grade 7 and early intervention is very important to a child's development. I've attached additional information regarding the legislation.

Please let me know when you may have some time in the next 1-2 weeks to meet. We are available to meet in the legislative district and would be happy to provide you with a tour of our facility if time allows on your schedule.

Thank you for your consideration. I look forward to hearing back from you.

Sincerely,
Chas Anderson

School Tours

- Plan the school tour route ahead of time.
- Invite local board members, parents or community members.
- Arrange for local legislator to visit a classroom for a short period of time.
- Circle back to an office or conference room to further discuss issues and make direct ask. Leave behind information about the school and the legislative request.
- Take photos of legislator and school personnel when they are visiting school.
- Post photos on social media thanking the legislator for visiting school.
- Send photo to local media and legislator.
- The tour and meeting should last no more than one hour.

School Tours

If there's no photo, it did not happen! Here's Senator Jeremy Miller stopping by for a tour and meeting with Hope Lutheran High School in 2019.



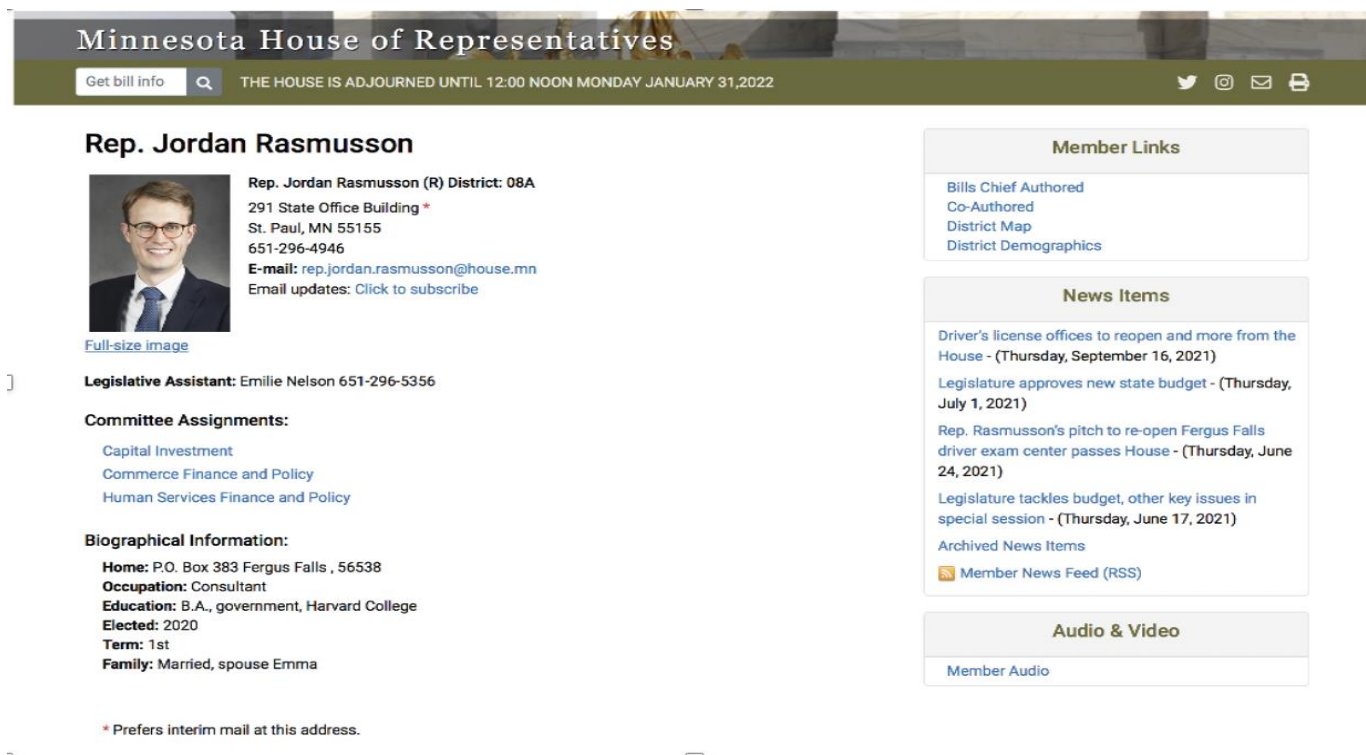
Direct Advocacy Emails to Legislators

When setting up a meeting or tour isn't possible, send a direct email to legislators requesting a response.

- Option 1: Draft your own email message making sure you hit on key points and request a response.
- Option 2: Use the OAK advocacy network to submit email – there will be copy text to use that may be modified – see opportunityforallkids.org

Phone Calls

You may reach legislators at their office in St. Paul. It's best to first reach out to their Legislative Assistant. Request to speak to the legislator, give the reason for the call, and leave your personal contact information.



The screenshot shows the official website for Rep. Jordan Rasmusson. At the top, it says "Minnesota House of Representatives" and "THE HOUSE IS ADJOURNED UNTIL 12:00 NOON MONDAY JANUARY 31, 2022". The profile includes a photo of Rep. Rasmusson, his contact information (291 State Office Building, St. Paul, MN 55155, 651-296-4946), and his email (rep.jordan.rasmusson@house.mn). It also lists his legislative assistant, committee assignments (Capital Investment, Commerce Finance and Policy, Human Services Finance and Policy), and biographical information (Home: P.O. Box 383 Fergus Falls, 56538; Occupation: Consultant; Education: B.A., government, Harvard College; Elected: 2020; Term: 1st; Family: Married, spouse Emma). There are also links for "Member Links" (Bills Chief Authored, Co-Authored, District Map, District Demographics), "News Items" (Driver's license offices to reopen and more from the House - (Thursday, September 16, 2021), Legislature approves new state budget - (Thursday, July 1, 2021), Rep. Rasmusson's pitch to re-open Fergus Falls driver exam center passes House - (Thursday, June 24, 2021), Legislature tackles budget, other key issues in special session - (Thursday, June 17, 2021), Archived News Items, Member News Feed (RSS)), and "Audio & Video" (Member Audio).

Minnesota House of Representatives

Get bill info THE HOUSE IS ADJOURNED UNTIL 12:00 NOON MONDAY JANUARY 31, 2022

Rep. Jordan Rasmusson

Rep. Jordan Rasmusson (R) District: 08A
291 State Office Building *
St. Paul, MN 55155
651-296-4946
E-mail: rep.jordan.rasmusson@house.mn
Email updates: [Click to subscribe](#)

[Full-size image](#)

Legislative Assistant: Emilie Nelson 651-296-5356

Committee Assignments:

- [Capital Investment](#)
- [Commerce Finance and Policy](#)
- [Human Services Finance and Policy](#)

Biographical Information:

Home: P.O. Box 383 Fergus Falls , 56538
Occupation: Consultant
Education: B.A., government, Harvard College
Elected: 2020
Term: 1st
Family: Married, spouse Emma

* Prefers interim mail at this address.

Member Links

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- [Co-Authored](#)
- [District Map](#)
- [District Demographics](#)

News Items

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- [Legislature approves new state budget - \(Thursday, July 1, 2021\)](#)
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- [Archived News Items](#)
- [Member News Feed \(RSS\)](#)

Audio & Video

- [Member Audio](#)

Social Media

Legislators are on social media – Facebook, Twitter and sometimes Instagram


- Follow legislators on their social media accounts.
- Ask legislators to follow your non-public school (if you have social media accounts).
- If a legislator visits the school or staff/students, post pictures on the non-public school's social media account(s) and send photos to legislator to post on their social media accounts.

Keep connected with legislators – Subscribe!

Minnesota House of Representatives

Get bill info THE HOUSE IS ADJOURNED UNTIL 12:00 NOON MONDAY JANUARY 31, 2022

Rep. Jordan Rasmusson



Rep. Jordan Rasmusson (R) District: 08A
291 State Office Building *
St. Paul, MN 55155
651-296-4946
E-mail: rep.jordan.rasmusson@house.mn
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Audio & Video

- [Member Audio](#)

Verizon LTE 12:04 PM 60%


< All Inboxes

Found in chas@parkstreetpublic.com inbox

RR Rasmusson Rep. Jordan Monday
To: Anderson Chas >

Driver's license offices to reopen and more from the House

Having trouble viewing this email? [View it as a Web page.](#)



Dear Neighbor,

Kids are back at school, the days are a bit cooler and, yes, legislative issues continue to develop as we make our way through the interim season.

Here is a look at just some of the current points of interest:

Driver's exam centers re-opening

State officials recently announced plans to reopen all 93 driver's license exam stations to full capacity statewide after all but 14 were shuttered amid COVID-19. The Legislature earlier this year provided dedicated funding in fiscal years 2022

[Delete](#) [Folder](#) [Reply](#) [Compose](#)

Key Websites

- MN House of Representatives – www.house.mn
- MN Senate – www.senate.mn
- MISF – www.misf.org
- Opportunity for All Kids (OAK) – www.opportunityforallkids.org

Last Thoughts...

- Don't be nervous or worried about meeting with legislators – they expect constituents to reach out.
- Keep the meeting on time and on schedule – have an agenda.
- Be authentic and show legislators non-public schools are an important community asset.
- Be specific on your ask and leave behind materials for legislators.
- Take pictures!
- Follow-up with a thank you note or email to the legislator .
- Stay connected with legislator. Find ways to communicate and reach out even if you're not making a legislative request.

Questions?

Let me know your questions!

Contact Information



Chas Anderson CO-CEO AND SENIOR PRINCIPAL

Mobile: 612-308-2132

Email: chas@parkstreetpublic.com

Thank you and good luck with the 2021-22 school year!
