



Amplifying Your Voice in Augusta

Curtis Picard, CAE

January 16, 2020



“Do what you can, with what you have, where you are.”



1

Why is advocacy important?

2

How public policy in Maine works.

3

How to get your voice heard?

4

Effective vs harmful strategies.



1

Why is advocacy important?

- No one will advocate for your interests but you
- No one knows your industry like you do
- You have More Power than you realize!

A close-up photograph of a white ceramic coffee cup filled with a light-colored beverage. Wisps of white steam are rising from the cup, drifting upwards and to the right. The cup sits on a dark surface, possibly a table, with a colorful, textured placemat or napkin in shades of yellow, orange, and red partially visible beneath it. The background is dark and out of focus, showing some indistinct shapes. On the far left and right edges of the image, there are vertical teal-colored bars. The text is centered over the cup and steam.

The single most effective thing you can do
is get to know your state legislators!

2

How public policy in Maine works.



Steps – Public Policy in Maine

Simplified view of how ideas become laws in Maine.

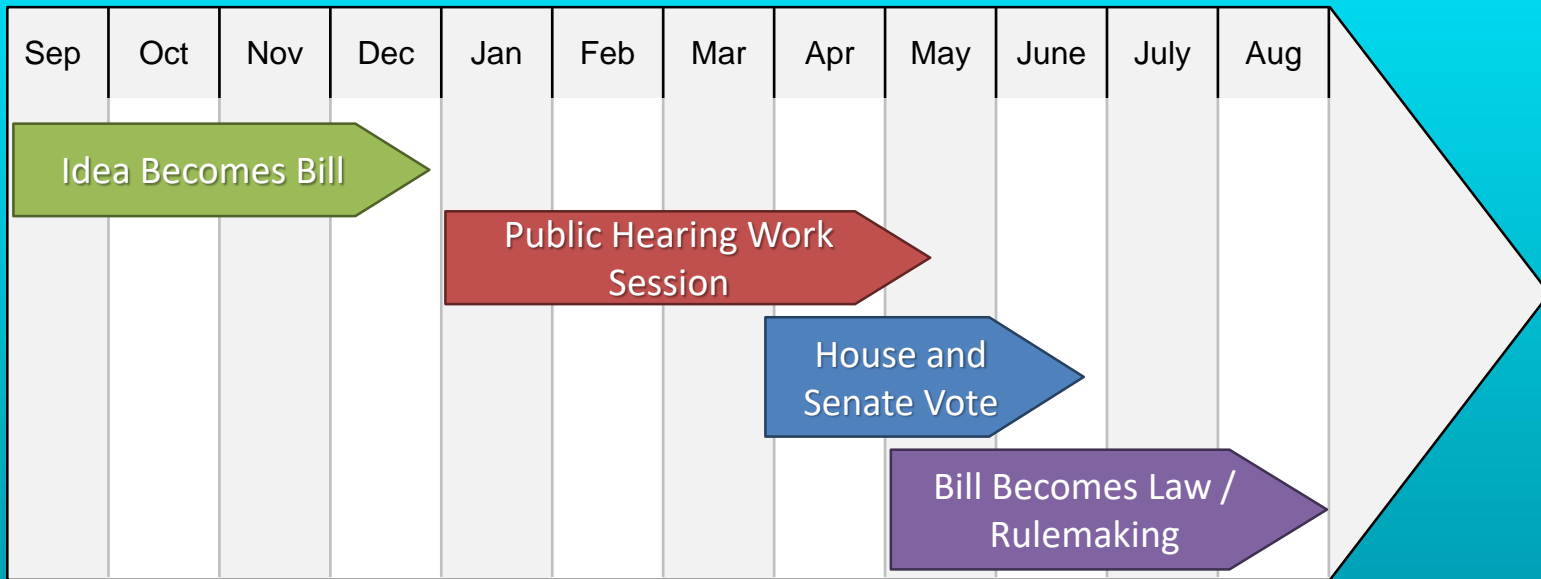


Idea becomes a bill, known as an LD or Legislative Document.

Public hearing and work sessions followed by committee vote.

House and Senate vote MULTIPLE TIMES on the bill. Don't forget about fiscal notes!

Final step: Signature by governor, or veto. Possible rulemaking to follow.





Legislature.maine.gov



- 12:30 | ROS
Second Regular Session Bills and Council Actions
 - 12:04 | OFPR
Revenue Forecasting Committee December 2019 Report
 - 12:03 | XE CDR
Harassment Prevention Training for Lobbyists
- SEE ALL NEWS + EVENTS

Search for Bills by Number, type or text [Advanced Bill Search](#)

LD# OR TYPE NUMBER

TEXT

Welcome to the Maine Legislature

Popular Items

[Accommodations for Sp](#)

The **First Regular Session of the 129th Legislature** adjourned *sine die* (without day) **Thursday, June 20th**. Pursuant to the Constitution of Maine, Article IV, Part Third, Section 16, the general effective date for nonemergency laws passed in the **First Regular Session of the 129th Legislature** is **Thursday, September 19, 2019**.

You can view live and archived proceedings via [Senate](#) or [House](#) internet streaming.

The [Event Calendar](#) has current scheduling information.

12:00 | 1 XI 0018
 Harassment Prevention Training for Lobbyists
 SEE ALL NEWS + EVENTS

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Popular Items
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Publications & Resources

Statutes	Maine Session Law	Constitution
Bill Status	Bill Text Search	Mailing List Service
Public Hearings & Work Sessions	Committee Information	Sponsor Report
Rulemaking Notices	Freedom of Access	Testimony Submission



MAINE STATE LEGISLATURE

- Committees
- Calendar
- Bill Search
- Audio

Testimony Submission Form

- Testimony may be submitted as soon as the bill is scheduled for public hearing.
- Testimony received after the day of the public hearing will be distributed to committee members and staff, but it will not be published online.
- Testimony will be published as soon as possible after the day of the hearing.
- Your name and the organization you represent or the town in which you live, as specified by you on this form, will accompany the publishing of your testimony.
- Please include your name and organization or town of residence on any documents.
- If you are having problems with this page, please [click here](#) to email the webmaster.

NOTICE: Testimony submitted to a committee is public information. By submitting this form, you agree to release to the public all the information you submit. The e-mail address you enter below will not be published. DO NOT INCLUDE any information you do not intend to make public, such as medical or other personal information.

Choose a committee:



3

How to get your voice heard?

- Constantly build relationships.
- Support at least one relevant association.
- Make the call or write the email/letter when asked.



3

How to get your voice heard?

- Provide relatable examples.
- Testify at a committee hearing.
- If you think your legislator is doing a good job, be willing to say that.



4

Effective vs Harmful Strategies

- Remember: This is a marathon, not a sprint!



Effective

- Getting to know your local state representative and senator. What is their background?
- Give a tour of your store or facility.
- Do your research.
- Understand the timing.
- Know what you're asking for.
- **Use real life examples.**
- Make an appointment.

Effective

- Testifying at a public hearing.
- Elevator speech.
- Original letter to the editor.
- Phone call to legislator.
- Meeting in person.
- Use personal stories.
- Have a consistent message.
- **Follow up.**
- **Follow up.**
- Establish an ongoing relationship.

Ineffective

- Certain social media posts
- Only contacting legislator to complain.
- Losing your cool.
- Form letters, and petitions.
- Not following up.
- Providing inaccurate information. i.e. lying.
- Not providing sources.
- Using technical jargon.

Ineffective

- Too much contact.
- Ghosting.
- Spelling, incorrect titles.
- Wrong bill number.
- Being too long-winded.

**Do you have
any questions?**





“Do what you can, with what you have, where you are.”

“In any moment of decision, the best thing you can do is the right thing. The worst thing you can do is nothing.”

- Theodore Roosevelt



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