Digital Advocacy 101: Introduction to Digital Advocacy & Sharing Your Story

Intro to Policymaking and Grassroots Advocacy

What is a bill?
A bill to create a new law can be introduced in either chamber of Congress (House or Senate) by a lawmaker who sponsors it. Once it’s introduced, it is assigned to a committee whose members will research, debate, and make changes to the bill. The bill is then put before that chamber to be voted on.

What are Appropriations?
Appropriations are budget requests drafted by Congress that allow them to provide funding for legislation and other governmental payments.

Developing Good Messaging

Know your:

<table>
<thead>
<tr>
<th>Audience</th>
<th>Goals</th>
<th>Context</th>
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<tbody>
<tr>
<td>Staff, legislators, people living with ALS and their families &amp; caregivers, the general public</td>
<td>Clear, concise call to action, short message, and authenticity</td>
<td>What parts of your personal story are important for your audience to know?</td>
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Use your “GPS”
Grab attention immediately, paint pictures and evoke emotions, strong language throughout

Be true to your story and the stories of those you advocate for

Be consistent with your message and calls to action – it’s memorable and powerful

Share your story
Stories affect a different part of the brain than fact-based arguments - they trigger feelings and emotions which guide actions

Have your elevator pitch on standby
What’s important? Why is it important? What should the audience do?

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Use Channels Strategically

Twitter:
The best place to reach legislators/staffers outside of direct communication – use global messaging, not local.

Facebook:
A great place to connect on a local level – build community and engage legislators on the local level.

LinkedIn:
A powerful platform for reaching your professional network and connections – spread awareness and generate engagement with your community.

Utilize good visual messaging on TikTok and Instagram Reels.

Be everywhere – reach legislators and advocates across the web. The more they see it, the more significant impact it will have.

Share the ALS Association’s content.

- Twitter: @alsassociation
- Facebook: The ALS Association
- LinkedIn: The ALS Association
- Instagram: @als
- TikTok: @thealsassociation

Utilize the ALS Association Action Center

Visit als.org/advocate to take action

- Send messages to Congress
- Tweet your Congress Members
- Share your story
- & more!

als.org/advocacy