

# 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:

#### Audience

Staff, legislators, people living with ALS and their families & caregivers, the general public

#### Goals

Clear, concise call to action, short message, and authenticity

#### Context

What parts of your personal story are important for your audience to know?

#### 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](https://als.org/advocate) to take action

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

[als.org/advocacy](https://als.org/advocacy)

