



Engaging Your Community for Legislative Impact

The Challenge:

Traditional city-led legislative advocacy alone no longer moves the needle. Calls from staff and elected officials often have limited influence but when *residents* engage, legislators listen.

The Georgetown Approach:

Georgetown transformed our advocacy strategy by empowering residents to speak directly to state lawmakers on city issues. This approach built awareness, increased civic engagement, and delivered tangible legislative wins.

1. Build the Foundation

- **Legislative Task Force:** Appoint an informed citizen board to shape your city's legislative agenda.
- **City Council Approval:** Ensure alignment with council; the agenda should be the shared roadmap for advocacy.
- **Monitor and Engage:** Dedicate staff or consultants to track bills, testify, and maintain relationships with your delegation.

2. Connect with Residents Where They Are

- **Leverage Communication Teams:** Coordinate weekly with public engagement staff.
- **Simplify the Message:** Explain legislation in plain terms, like how it affects property rights, pocketbooks, and quality of life.
- **Provide Easy On-Ramps:** QR codes, direct calls to action, and clear next steps drive participation.

3. Use Multiple Engagement Channels

- **Email Newsletters:** Georgetown's *Legislative Ambassadors* newsletter achieved an average of a 72% open rate — far above the 19% government average.
- **FlashVote Surveys:** Quick, statistically valid resident feedback shared with legislators boosted credibility.
- **Social Media & Local Media:** Frequent, visually engaging posts reached over 150,000 impressions.
- **Short Video Ads:** Low-cost, targeted campaigns (e.g., "Protect Georgetown") extended reach and drove sign-ups.

4. Show Residents Their Impact

- Celebrate victories publicly (e.g., amendments protecting local control in key bills).
- Thank residents and legislators after each session.
- Share post-session surveys; feedback sustains engagement and demonstrates transparency.

5. Key Takeaways

Residents' voices are your strongest advocacy tool.
Consistent, clear communication turns awareness into action.
Early preparation and local data build legislative credibility.
Invest in tools that make engagement easy and measurable.
Start Now!

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