



## State Budget Emergency Advocacy: Guiding Questions

Developed by members of the NACDD State Budget Emergency Task Force





<u>Your Coalition, Goals, and Action Steps</u>	<u>Your Message</u>	<u>Resources</u>
<p>Who is in your coalition? Examples:</p> <ul style="list-style-type: none"> <li>● DD Network Partners</li> <li>● Self-Advocacy Organizations</li> <li>● Family Organizations</li> <li>● Other Advocacy Organizations</li> <li>● Provider Associations</li> <li>● Labor Unions</li> </ul> <p>Is there agreement about what the issue is?</p> <p>How is your coalition working together (frequency, format, leadership, etc.)?</p> <p>What are the goals of your advocacy campaign?</p> <p>How will you know if you are successful?</p> <p>What is the budget development and decision timelines?</p> <p>Who are the decision makers?</p> <p>What actions do you need to take as a coalition and as separate organizations?</p>	<p>Who are the audiences for your message? Examples:</p> <ul style="list-style-type: none"> <li>● Legislators/Legislative Staff</li> <li>● Governor’s Office</li> <li>● Central Budget Office</li> <li>● State Agencies</li> <li>● General public</li> </ul> <p>What are your core messages, talking points, and calls to action? Are they different for each audience and messenger? What is the timeline for each?</p> <p>What platforms will you be using to share your message? Examples:</p> <ul style="list-style-type: none"> <li>● Social media-- what are your hashtags?</li> <li>● Print media (Letters to the editor, Op-Ed, etc.)</li> <li>● Formal letters (Governor’s Office, state agencies, open letters, etc.)</li> <li>● Town hall meetings, virtual rallies/events, legislative briefings</li> <li>● Conversations with friends, family, neighbors, and others</li> <li>● Emails, action tools, text alerts</li> <li>● Petitions</li> </ul> <p>What templates and examples can you create for advocates to use?</p> <p>What graphics, videos, or other visual media would be most impactful, and who will create them?</p> <p>What other tools will you need?</p>	<p><b>Example Toolkits from Other States:</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Washington State</a></li> <li>● <a href="#">Maryland</a></li> <li>● Your state here!</li> </ul> <p>If you have an example toolkit or other resource to share, please contact: <a href="mailto:jeremy.norden-paul@ddc.wa.gov">jeremy.norden-paul@ddc.wa.gov</a></p> <hr/> <p><b>Other Resources:</b></p> <ul style="list-style-type: none"> <li>● <a href="#">NCSL State Revenue Projections</a></li> <li>● <a href="#">State Priorities Partnership</a></li> <li>● <a href="#">“Where States Get Their Money Will Shape Pandemic’s Fiscal Fallout”</a></li> </ul>

If you have any questions or suggestions about this resource, please contact: [jeremy.norden-paul@ddc.wa.gov](mailto:jeremy.norden-paul@ddc.wa.gov)

# EXAMPLE FROM WASHINGTON STATE





## Developmental Disabilities Budget Crisis Advocacy Toolkit

If you have any questions about this toolkit or need support, please contact Adrienne Stuart: [adrienne.stuart@ddc.wa.gov](mailto:adrienne.stuart@ddc.wa.gov)

<h3>Social Media</h3> 	<h3>Messaging</h3> 	<h3>Outreach Templates</h3> 
<p><b>Hashtags to use:</b></p> <ul style="list-style-type: none"><li>● #CutsCauseCrisis</li><li>● #NoServicesNoLife</li><li>● #IVoteDD</li><li>● #ThereIsNoPlanB</li></ul> <p><b>Videos to share (more to come):</b></p> <ul style="list-style-type: none"><li>● <a href="#">Bill &amp; Corinna</a></li><li>● <a href="#">Sandra</a></li><li>● <a href="#">Parents</a></li></ul> <p><b>Images to use on social media posts:</b></p>  <p><b>Example Facebook posts:</b></p> <ul style="list-style-type: none"><li>● <a href="#">Example 1</a></li><li>● <a href="#">Example 2</a></li></ul> <p><a href="#">Click here for more examples of messages and social media posts</a></p>	<p><b>Example talking points- <b>Speak plainly</b></b></p> <ul style="list-style-type: none"><li>✓ If I don't have help, I cannot eat.</li><li>✓ If I don't have help, I cannot change my clothes.</li><li>✓ If I don't have help, I cannot shower.</li><li>✓ If I don't have help, I cannot use the toilet or get my catheter bag emptied.</li><li>✓ If my son/daughter does not have help, I will have to quit my job to care for them.</li><li>✓ I am physically/emotionally/financially unable to care for my child on my own. If critical supports are cut, <b>there is no plan B.</b></li></ul> <p><b>Who and where to share your message:</b></p> <ul style="list-style-type: none"><li>● Community meetings</li><li>● Social media</li><li>● Talk with your friends, family, neighbors, and others</li><li>● Governor and <a href="#">Legislature</a></li></ul> <p><b>Letters/supporting documents</b></p> <ul style="list-style-type: none"><li>● <a href="#">Directive from OFM</a> (5/13)</li><li>● <a href="#">Budget Values Letter</a> (6/1)</li><li>● <a href="#">Memo from Evelyn Perez (DDA)</a> (6/5)</li><li>● Memo from AL TSA</li><li>● <a href="#">OFM Budget Savings Options</a> (6/8)</li></ul> <p><a href="#">Sign a Petition</a></p>	<p><b>Email</b></p> <ul style="list-style-type: none"><li>● <a href="#">Email template for parent</a></li><li>● <a href="#">Email template for parent</a></li><li>● <a href="#">Email for advocate (who does not receive services) to legislator</a></li><li>● <a href="#">Email template for Advocate Who Receives Services</a></li><li>● <a href="#">Email for advocate to friend/family</a></li></ul> <p><b>Phone</b></p> <ul style="list-style-type: none"><li>● <a href="#">Phone call script for advocate</a></li><li>● <a href="#">Phone call script for parent</a></li></ul>

# EXAMPLE FROM MARYLAND

If you have any questions about this toolkit or need support, please contact Ande Kolp: [akolp@thearcmd.org](mailto:akolp@thearcmd.org),  
 Laura Howell: [howell@macsonline.org](mailto:howell@macsonline.org), or Ken Capone: [ken@pogmd.org](mailto:ken@pogmd.org)

<h2>Social Media</h2> 	<h2>Messaging</h2> 	<h2>Outreach Templates</h2> 
<p><b>Hashtags to use:</b>  <b>#SaveDDFunding</b>  <b>#WeAreEssential</b></p> <p><b>Videos to share:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Families who rely on DD supports</a></li> <li>• <a href="#">Direct Support Professionals</a></li> <li>• <a href="#">People with I/DD</a></li> </ul> <p><b>Images to use on social media posts:</b></p>  <p><b>Add a Temporary Facebook Profile Picture Frame:</b>  <a href="http://www.facebook.com/profilepicframes/?selected_overlay_id=638352113425990">www.facebook.com/profilepicframes/?selected_overlay_id=638352113425990</a></p> <p><b>Example Facebook posts:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Example 1</a></li> <li>• <a href="#">Example 2</a></li> </ul>	<p><b>Example talking points- Use plain language</b></p> <ul style="list-style-type: none"> <li>✓ I am able to work because I have support from staff.</li> <li>✓ I am able to change my clothes because I have help.</li> <li>✓ I am healthy when I receive support to take my medication and attend doctor appointments.</li> <li>✓ I am able to work because my adult son/daughter has staff support during the day.</li> <li>✓ As a parent, I am physically/emotionally/financially unable to care for my child without supports. If critical supports are cut, _____.</li> <li>✓ I am a DSP and an Essential Healthcare Worker. I have been on the front lines since the beginning of the pandemic, supporting people with disabilities to stay healthy and safe.</li> </ul> <p><b>Letters/supporting documents:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Sample Letters to the Editor</a></li> </ul> <p><b>Who and where to share your message:</b></p> <ul style="list-style-type: none"> <li>• Community meetings, Social media, Talk with your friends, family, neighbors, and others</li> <li>● The Governor and Legislators</li> </ul>	<p>To contact <a href="#">Governor Hogan</a>, <a href="#">Comptroller Peter Franchot</a>, and <a href="#">State Treasurer Nancy Kopp</a>, please click their names above for email links. The link to the Governor is a portal through which to send your correspondence.</p> <p><b>Email (You may need to press Control + Click to open each link)</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Email template for Parent</a></li> <li>• <a href="#">Email template for Person with I/DD</a></li> <li>• <a href="#">Email template for Advocate TO Friends/ Family/Neighbors</a></li> <li>• <a href="#">Email template for Provider</a></li> </ul> <p><b>Phone</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Sample phone call script for parent</a></li> <li>• <a href="#">Sample phone call script for Person with I/DD</a></li> <li>• <a href="#">Sample phone call script for Provider</a></li> </ul> <p><a href="#">List of Messaging Points to use in emails, calls, and posts</a></p>