

Advocacy Tips

- ▶ The members of the General Assembly work on more than 3,000 pieces of legislation in addition to the budget bill in the legislative session in even numbered years. They do not have a great deal of time to spend on any single issue.
- ▶ It is important to advocate for Norfolk State University with every member of the General Assembly. Although a legislator may not currently be on one of the “money committees,” he or she may become a leader in the legislature in the future.
- ▶ The members of the Higher Education Subcommittee of House Appropriations, the Education subcommittee of the Senate Finance, and the Budget Conference Committee are the key players in deciding on funding for Norfolk State University. It is especially important that they hear from their constituents about the value of Norfolk State University.
- ▶ If there is an appropriate occasion, such as a reception, ask the legislator to speak. Elected officials welcome the opportunity to speak to groups of people on any occasion. Provide the legislator with information about your issues to be included in the speech; arrange for media coverage.
- ▶ Thank your legislators as often as possible. Write thank-you notes after meeting with them. A thank-you letter gives you another opportunity to state the value of state funding for Norfolk State University.
- ▶ When meeting with legislators, be brief and to the point. Bring materials about Norfolk State University to leave as a reminder of your visit. Write a thank-you letter for the meeting and state your points again.
- ▶ Write the Governor, the Lt. Governor, and the Secretary of Education about your support for state funding of Norfolk State University.
- ▶ Letters to elected officials should be addressed to “The Honorable (full name), Virginia House of Delegates (or Senate of Virginia or Office of the Governor.)” The correct salutation is Dear Delegate (last Name), Dear Senator (last name), or Dear Governor (last name).
- ▶ Write to and meet with your legislator before the end of January. Let him/her know of your support for funding for Norfolk State University.