

Verrill Dana VERILL DANA LLP

**MAINE STATE LIBRARY**

**Advocacy Before the Maine Legislature**

**November 30, 2005**

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**Your State Needs You.**

- Your job is to make lawmakers aware of this fact!
- You provide vital services to important populations.
  - Helping children read.
  - Providing literacy to adults.
  - Connecting educators.
  - Providing lifelong learning opportunities.
  - Your services are regional and statewide.

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**Getting to the Table.**

- You know your strengths and what value you can bring to your state. Now, how do you convince state lawmakers?
- Some basic steps:
  - You need a champion to lead your charge.
  - You need a coalition.
  - Refine your message.
  - Develop grassroots and grassstops support.
  - You need to leverage the media.
  - You need to be there.

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**The Champion.**

- Should be someone in leadership. More is better.
- Should be someone who will fight for you in the backroom.
- You should find ways to help your champion
  - Campaign help.
  - Positive press.
- Cultivate future champions.

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**Building a Coalition.**

- More voices speak louder.
- A united front reduces opportunities to fail.
- The Maine Cultural Affairs Council
  - Creature of the Maine Legislature.
  - Broad-based membership
  - Evolved into state funding advocacy.

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**Develop Your Message.**

- It's about the economy.
- It's about education.
- It's about community.
- It's about our heritage.

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### You connect with voters.

- Your clients, donors, employees, and board members are the constituents of state legislators.
- You reach broad constituencies with your newsletters, email listserves, and programs.
- Your reach is statewide.
- You reach across party lines.

### You offer creative solutions to seemingly intractable problems.

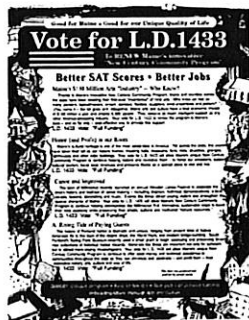
- Arts and Creative Economy as a tool for job growth.
- Culture as a tool to make our streets safer.
- Culture as a tool to attract tourism dollars.
- Culture as a tool to revitalize depressed communities.

### You are efficient with money.

- You have been balancing your budget, and cut back when the money isn't there.
- Your overhead is low; you effectively leverage the support of volunteers.
- You help find large matches for small state contributions.
- You are willing to collaborate.

### Some Useful Tools.

- A map showing the statewide scope of services.
- Real testimonials from real people. This separates you from other business issues.
- Leverage the artistic skills of your supporters; produce advocacy pieces that look different from – and better than – everyone else's.



### Grassroots and Grasstops.

- Grassroots is about the people.
  - Your board.
  - Your clients.
  - Your donors.
  - Your statewide partners and their boards.
- Develop email and mailing lists. Continually refine and review them. Start early!
- Develop core group of supporters who are key policy influencers. The "movers and shakers."

### The Media.

- The media looks for good human interest stories. You can provide them.
- Press releases or meetings when newsworthy events happen (e.g. new grant; new program; national recognition).
- Cultivate good relations with the appropriate reporters.
- Periodic editorial board visits.
- Circulate clippings of good press to legislators, key influencers.



### Being There.

- Ninety percent of life is showing up. So are appropriations.
- Knowing WHEN to show up is half the battle.
- An inside presence within your statehouse can help.

### Should you hire a lobbyist?

- Areas where a lobbyist can help:
  - Staying on top of changing schedules.
  - Targeting appropriate legislators and influencers.
  - Assisting with message development.
  - Help with champion cultivation.
- Downside: Cost and public perception.
  - Solution: find a friend; offer "white hat" exposure.
  - "Not paid for with state funds."

### What lawmakers want. . . .

- Bang for the buck.
  - Leverage matching funds.
  - Large distribution footprint.
  - Low overhead.
- Reach broad constituencies.
- Personal goals:
  - Get reelected.
  - Maintain or attain leadership position.

### Your Board.

- Leadership starts with your board. Relations to the political environment is an important skill set to have represented on the board.
  - Former legislators or state officials.
  - Key influencers.
  - Lobbyist.
- State appropriations are like an annual appeal, but with a targeted constituency. You must ask for the commitment of your board.

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**INSTITUTE FOR GOVERNMENT REFORMATION**  
 JOHN F. BARNETT, PRESIDENT & GOVERNOR  
 KENNETH, CHAIRMAN

Date: 4/2/99

To: Mr. Mike C. Saxel  
 House Speaker  
 100 State Office Building  
 100 State Street  
 Portland, ME 04102

Re: New Century Community Program

Dear Mr. Speaker:

I am pleased to present to you the results of our ongoing efforts to improve the quality of education in Maine. The Institute for Government Reformation, through its efforts, has been instrumental in the passage of the New Century Community Program. This program is a landmark achievement for the State of Maine, and it is a testament to the leadership and vision of the Maine State Legislature. The program will provide for the construction and renovation of schools, the purchase of new equipment, and the hiring of new teachers. This program is a critical step in ensuring that every child in Maine has access to a high-quality education.

The quality of our schools is the foundation of our future. As a legislator, you know that the quality of our schools is the foundation of our future. As a legislator, you know that the quality of our schools is the foundation of our future. As a legislator, you know that the quality of our schools is the foundation of our future.

Sincerely,  
 Verrill Dana

100 State Street - Portland, ME 04102 - Phone 617-482-1144 - Fax 617-482-1144  
 Email: govreform@maine.org

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19

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### The New Century Community Program.

- Commenced effort in 1998.
  - Sponsored by House Speaker Steve Rowe (D-Portland).
  - Used in-house lobbyist.
  - Obtained \$3.2 million in "one time" funds for 99-00.
- Returned for "ongoing" funding in 2000.
  - Sponsored by House Speaker Mike Saxl (D-Portland).
  - Obtained \$1.2 million in funds over 01-02 biennium; pledge ongoing support.
  - Hired lobbyist; assigned staff member for coordination.
  - Orchestrated testimony.
  - Media component.
  - Email and letter blitz.
  - Developed "the map" and other materials.

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**THE NEW CENTURY COMMUNITY PROGRAM**  
 Improving Maine's Economic Future through Educational and Cultural Development



The location used for every project. See the accompanying list of projects in the State Register (June 1997) 19.

**The New Century Bond will fund CRITICAL Infrastructure Improvements for Museums, Libraries, and Educational Institutions all over Maine.**

- Purchase and restore Maine Libraries and History Societies
- Preserve Maine's Maritime Collections and Interpretive Historic Sites
- Create Permanent Exhibits for Rural Cultural Institutions
- Upgrade Library Information Technology and Digital Resources
- Upgrade the Maine Memory Network, linking museums with cultural and educational resources throughout the State.
- Enhance digital infrastructure to link education and history providers with K-12 and adult students.


**Phase SUPPORT the New Century Bond ...**

- The New Century Program has been recognized as a national model for cooperation of agencies and officials in achieving great results.
- FULL FUNDING at \$1.6 billion is essential to ensuring all Maine sustainable benefits.

Maine Education Reform Council  
 Maine Arts Commission  
 Maine State Archives  
 Maine State Museum  
 Maine Historical Preservation Council  
 Maine Historical Society

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21

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**QUESTION 5 IS ABOUT FUNDING EDUCATION.**

**ACCESS TO KNOWLEDGE IS THE KEY TO MAINE'S FUTURE.**

ALL ARE SUPPORTED AND ENCOURAGED TO REGISTER, REGISTER OR NOT REGISTER, REGISTERING OR NOT REGISTERING, AND TO VOTE.

**SUPPORT THESE VALUABLE RESOURCES BY VOTING YES ON 5 ON NOV. 6TH**

Question 5 is about funding for learning and economic development. It will enhance the infrastructure of Maine's public higher educational system, provide additional support for non-profit and private higher educational institutions, and improve public access to knowledge. These investments will improve Maine's economic and help to create more high-wage jobs.

No public issue was ever in jeopardy. Not then.

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22