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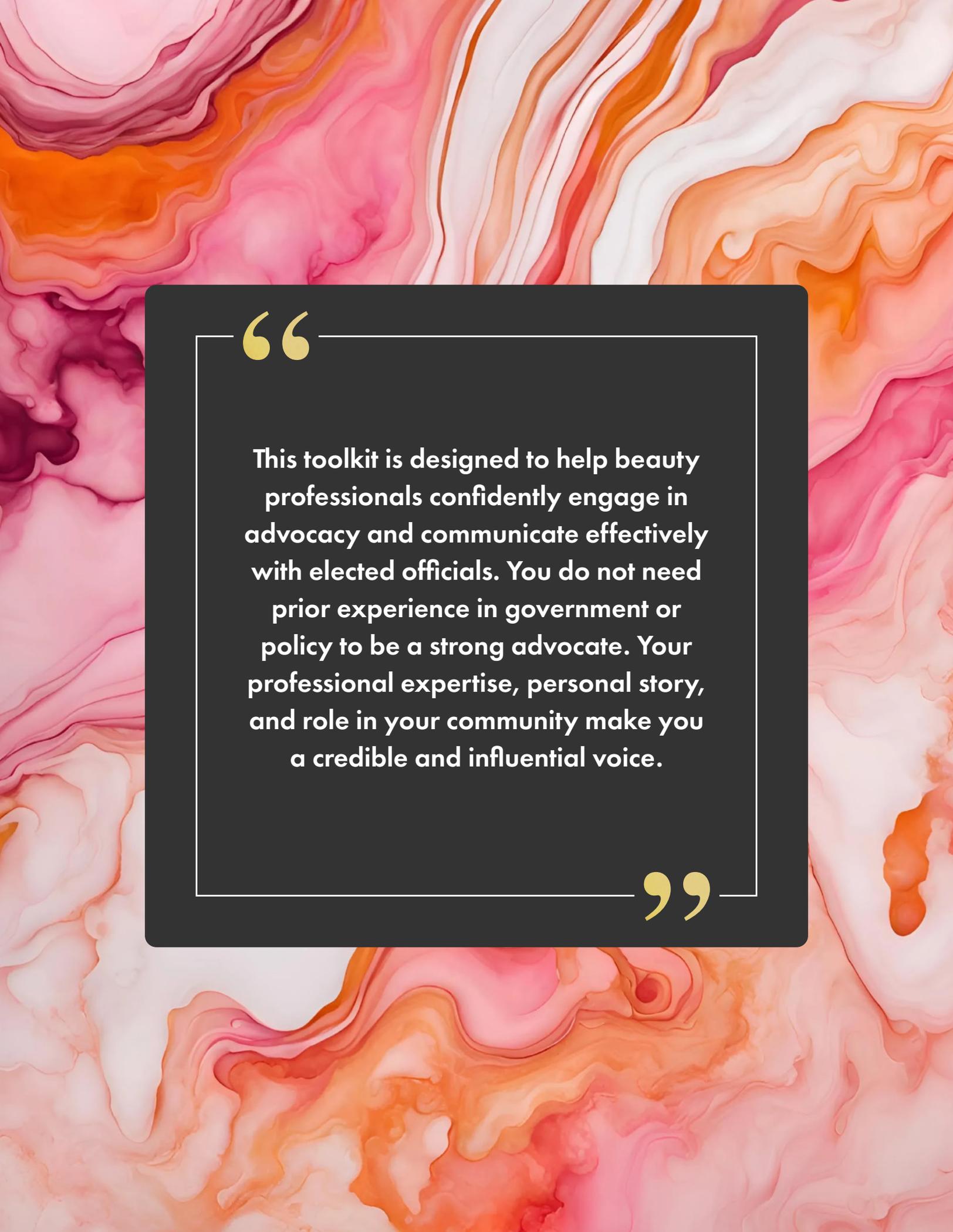
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# ADVOCACY DEFINITIONS & COMMUNICATIONS GUIDE

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**This toolkit is designed to help beauty professionals confidently engage in advocacy and communicate effectively with elected officials. You do not need prior experience in government or policy to be a strong advocate. Your professional expertise, personal story, and role in your community make you a credible and influential voice.**

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# ADVOCACY BASICS AND KEY DEFINITIONS



Advocacy is the act of speaking up to influence decisions that affect your profession, business, and community. For beauty professionals, advocacy helps protect professional licensing, promote fair workplace policies, and ensure lawmakers understand the real-world impact of their decisions.

## KEY ADVOCACY TERMS

### **ADVOCACY:**

Educating and engaging with policymakers to influence public policy.

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### **LEGISLATION:**

A bill or proposal introduced by a lawmaker for consideration.

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### **BILL:**

A proposed law that must go through a formal process before becoming law.

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### **SPONSOR:**

The legislator who introduces a bill.

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### **COMMITTEE:**

A group of legislators assigned to review and debate specific bills.

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### **HEARING:**

A public meeting where testimony is taken on a bill.

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### **TESTIMONY:**

Verbal or written statements provided to legislators expressing support, opposition, or concerns about a bill.

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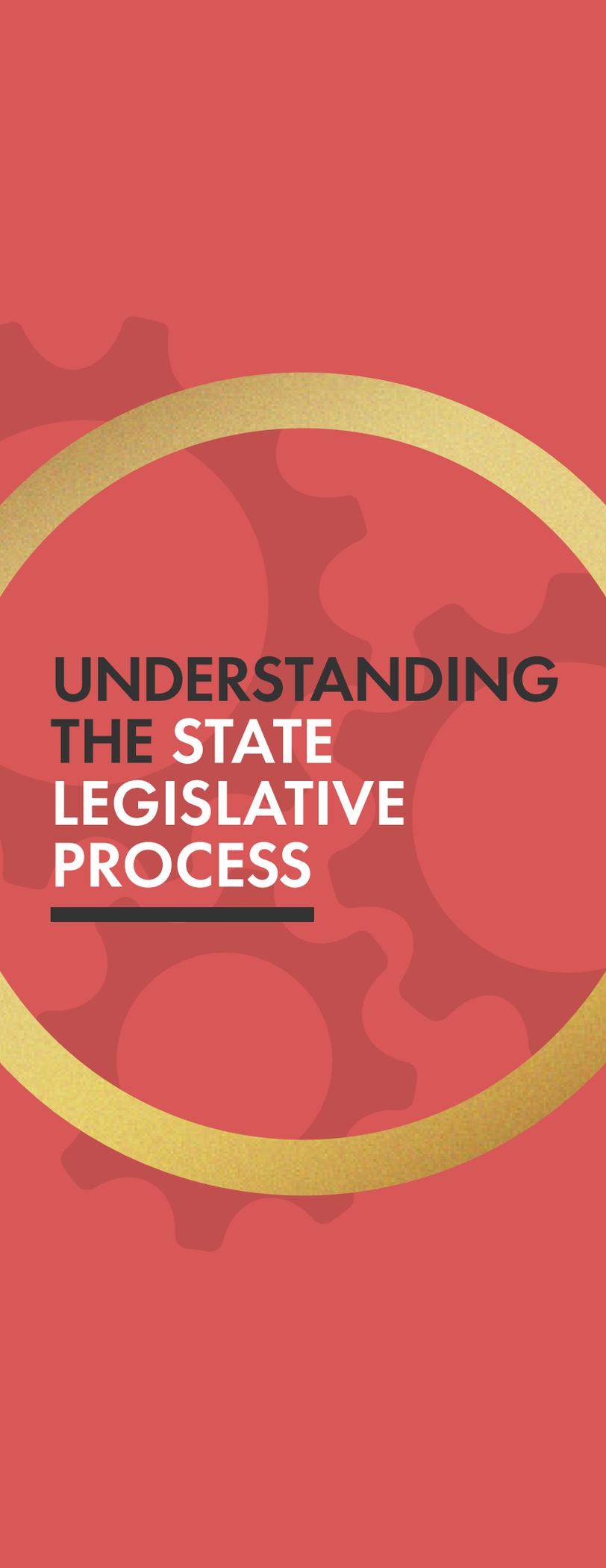
### **CONSTITUENT:**

A person who lives or works in a lawmaker's district.

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### **AMENDMENT:**

A change proposed to a bill.



# UNDERSTANDING THE STATE LEGISLATIVE PROCESS

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**While each state has its own procedures, most state legislative processes follow a similar path:**

## **BILL INTRODUCTION**

A legislator introduces a bill, often at the request of constituents, industry groups, or stakeholders.

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## **COMMITTEE REFERRAL**

The bill is assigned to a committee with jurisdiction over the topic (such as licensing, labor, or commerce).

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## **COMMITTEE HEARING**

The committee holds a public hearing where supporters and opponents may provide testimony. The committee may vote to advance, amend, or stop the bill.

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## **FLOOR VOTE**

If approved by committee, the bill moves to the full chamber (House or Senate) for debate and a vote.

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## **SECOND CHAMBER REVIEW**

If passed, the bill repeats the process in the other legislative chamber.

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## **GOVERNOR'S ACTION**

Once approved by both chambers, the bill is sent to the governor to be signed into law or vetoed.

**Understanding where a bill is in the process helps you determine when and how to engage most effectively.**

# HOW TO TESTIFY AT A LEGISLATIVE HEARING



Testifying at a hearing is one of the most impactful ways to advocate for the beauty industry. Legislators value hearing directly from licensed professionals who are affected by the policies they consider.

## Preparing Your Testimony

Know the bill number and whether you support or oppose it.

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Identify your key message, focusing on one or two main points.

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Share your professional experience and how the bill would impact you, your clients, or your business.

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Keep remarks concise (typically 1–3 minutes).

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## How to Address Legislators

Begin by thanking the chair and committee members.

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Address legislators respectfully and formally.

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Use appropriate titles, such as:

- Chair, Vice Chair, or Members of the Committee
  - Representative [Last Name] or Senator [Last Name]
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## During the Hearing

Speak clearly and calmly.

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Stick to your prepared points.

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Answer questions honestly; it is acceptable to say you will follow up if you do not know an answer.

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## Example Opening:

“Good morning, Chair [Last Name] and members of the committee. My name is [Your Name], and I am a licensed [profession] and constituent from [City]. Thank you for the opportunity to speak today.”

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## Written Testimony

If allowed, submit written testimony to reinforce your message. Written testimony should mirror your verbal remarks and include your contact information.

# BEST PRACTICES FOR CALLS AND EMAILS TO LEGISLATORS

Direct communication with lawmakers and their staff is a core advocacy tool. Calls and emails are most effective when they are personal, respectful, and timely.



## Best Practices for Emails

- Use a clear subject line (include the bill number).
- Open by identifying yourself as a constituent.
- Explain why the issue matters to you and your community.
- Make a specific, polite request.
- Keep the email concise.

## Sample Email Structure:

**Subject:** Please Support/Oppose [Bill Number]

**Introduction:** Who you are and where you are from

**Body:** Why the issue matters and its impact

**Ask:** The action you want the legislator to take

**Closing:** Thank them for their time and consideration



## Best Practices for Phone Calls

- Identify yourself as a constituent and beauty professional.
- Clearly state the bill number and your position.
- Keep the call brief and focused.
- Thank the staff member for their time.

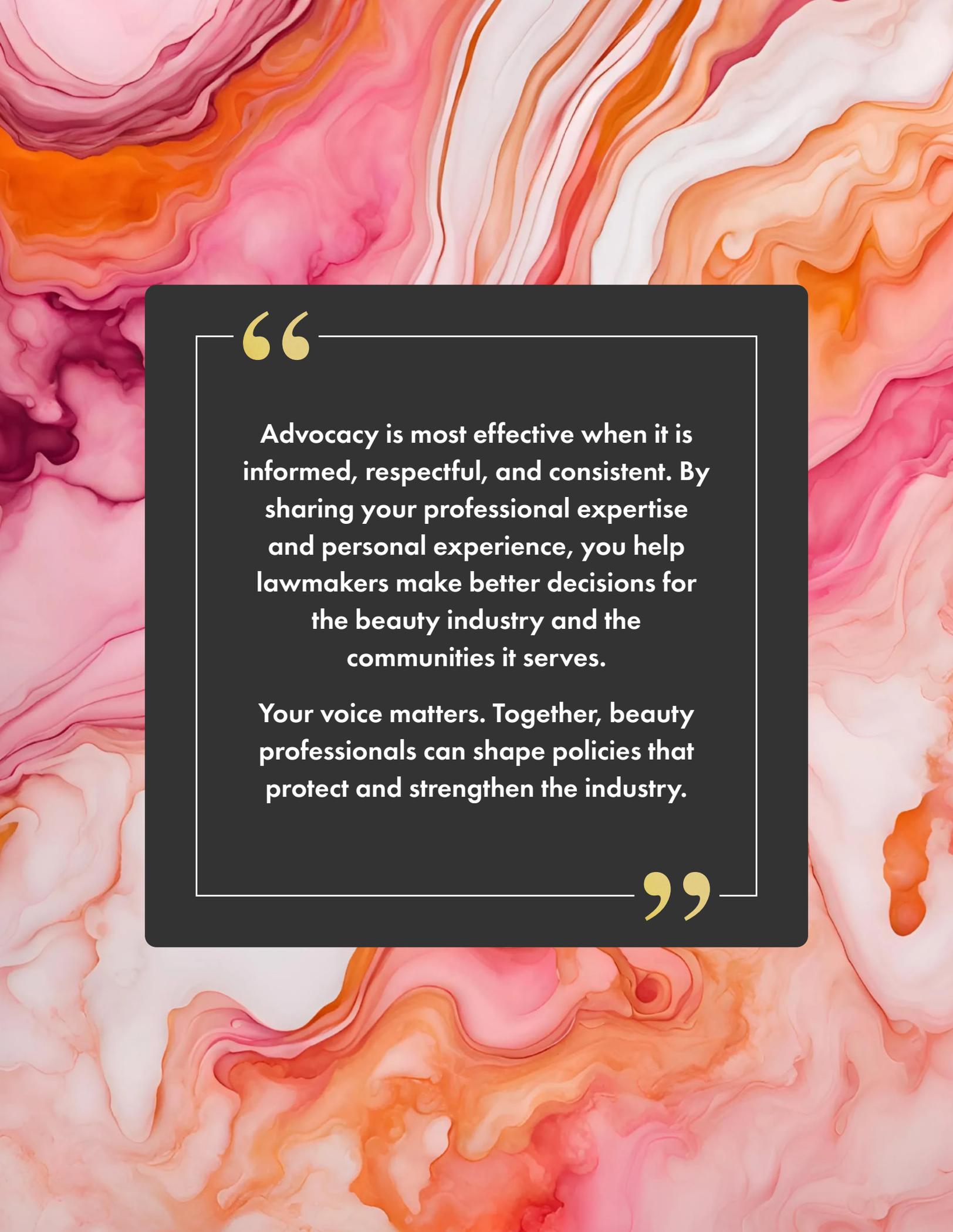
## Sample Call Script:

"Hello, my name is [Name], and I am a licensed [profession] and constituent from [City]. I'm calling to urge [Representative/Senator Last Name] to support/oppose [Bill Number] because it directly impacts professional licensing in our industry. Thank you for passing this message along."



## Follow Up

A short follow-up message after a meeting, call, or hearing reinforces your commitment and keeps communication open.



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Advocacy is most effective when it is informed, respectful, and consistent. By sharing your professional expertise and personal experience, you help lawmakers make better decisions for the beauty industry and the communities it serves.

Your voice matters. Together, beauty professionals can shape policies that protect and strengthen the industry.

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