



JULIANNA TETLOW, DIRECTOR OF GOVERNMENT RELATIONS
SAN DIEGO HUMANE SOCIETY

OCTOBER 27, 2022



Humane Society hires big dog lobbyist

Wants to take over county's animal business

Author Matt Potter Publish Date Sept. 13, 2017

News Under the Radar

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Double-duty lobbyist



Julianna Chick Tetlow, a former aide to GOP city councilman Chris Cate and ex-Republican operative

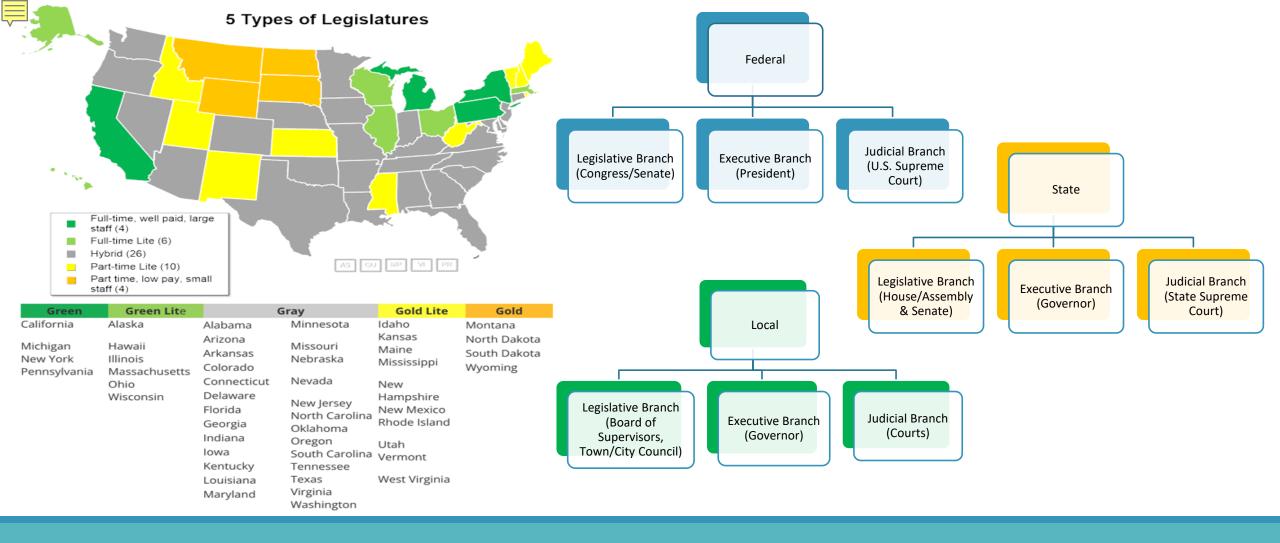
ritics say San Diego mayor Kevin Faulconer — beset by legions of the downtown homeless and a bitter controversy over the future of Mission Valley's Qualcomm Stadium — couldn't get elected dog catcher these days. Enter the San Diego Humane Society in a well-greased attempt to show how to successfully seize the city's capturing of canines, not to mention snakes, cats, raccoons, and other forms of animal life. The nonprofit animal-welfare organization, which according to its federal 2015 financial disclosure report hauled in about \$20 million a year, including roughly \$5.2 million in so-called program service revenue from local municipalities, wants to take over the county's troubled 128-employee Department of Animal Services.



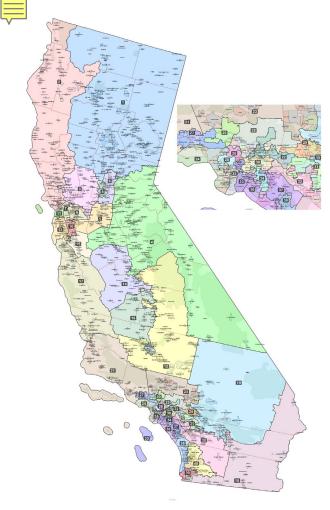


Julianna Tetlow
San Diego Humane Society
Civic Alliance Solutions





FIND SUCCESS WORKING WITH ELECTED OFFICIALS Government Structure – Know it! Federal, State, Local



Redistricting & Results

- Every 10 years
- Census based
- Constitutional Equal Population Requirements
- 2 US Senate Seats
- 52 Congressional Seats
- -1 Seat in Congress in 2022
- 40 State Senate Seats
- 80 State Assembly Seats



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Why Now?



- There are 33 (out of 120) open seats in the California
 - Assembly (23) & Senate (10)
- There are 6 Assembly seats occupied by winners of very recent special elections
- Each of those elected will be able to serve for up to 12 years, if reelected as incumbents often are
- Many of our champions are leaving the legislature (and some of our foes)
- Important to engage -- as appropriate for 501(c)(3) orgs -- with candidates to educate them about our programs and priorities and to offer to be a resource

Why Now?



Steps to find your Reps

- 1. Visit openstates.org
- 2. Type in your shelter address
- 3. Viola!
- 4. Repeat for additional locations & home address

Find Your Legislators

Look your legislators up by address or use your current location.

Open States reflects districts for people currently in office for 2022. Legislators and district boundaries will be updated to reflect redistricting before the 2023 sessions 5500 Gaines Street, San Diego, CA 92110 Search by Address **Use Current Location** State NAME PARTY DISTRICT CHAMBER Christopher M. Ward Democratic lower Toni G. Atkins Democratic upper Federal NAME PARTY OFFICE U.S. Senate Dianne Feinstein Democratic (a) mapbox Alex Padilla U.S. Senate Democratic Scott H. Peters Democratic U.S. House CA-52 Geolocation and map view powered by **mapbox**.

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Who Are My People?



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Politicians are People Too!

(and are more accessible than you think)



Animal Issues are (Mostly) Bi-Partisan Issues



Educate
Advocate
Inspire

Patiently

Passionately

Consistently



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Educate Before You Advocate





Relationship Building Activities

- Schedule meet & greets/personal visits
- Invite Elected Officials and staff for tours
- Provide value Be indispensable
- Position yourself as an issue area expert
- Write letters, email, and call on current issues
- Invite them to events, press conferences, etc.

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Build Relationships



Tips & Tricks

- Make an Appointment
- Don't be Discouraged by Meeting with Staff
- Be Prepared
- Identify a Spokesperson
- Always be Truthful
- Bring Collateral/Leave-behinds
- Follow up post visit
- Maintain the Relationship

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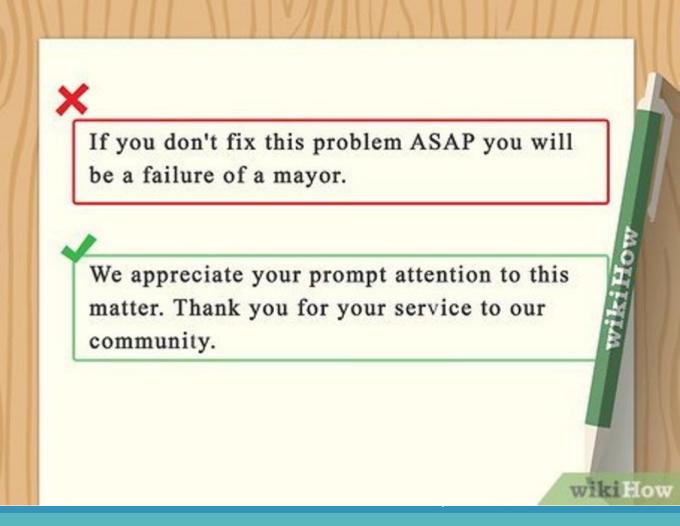
Personal Visits



Tips & Tricks

- Open your letter in an official manner
- State your position
- Introduce yourself and organization
- Summarize your understanding of the Issue
- Explain your position
- Make your ask/describe what action you would like them to take
- Offer and alternative to opposition or thank them for support
- Close reiterating your ask

ABOVE ALL - BE POSITIVE AND POLITE



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Put it in Writing



Tips & Tricks

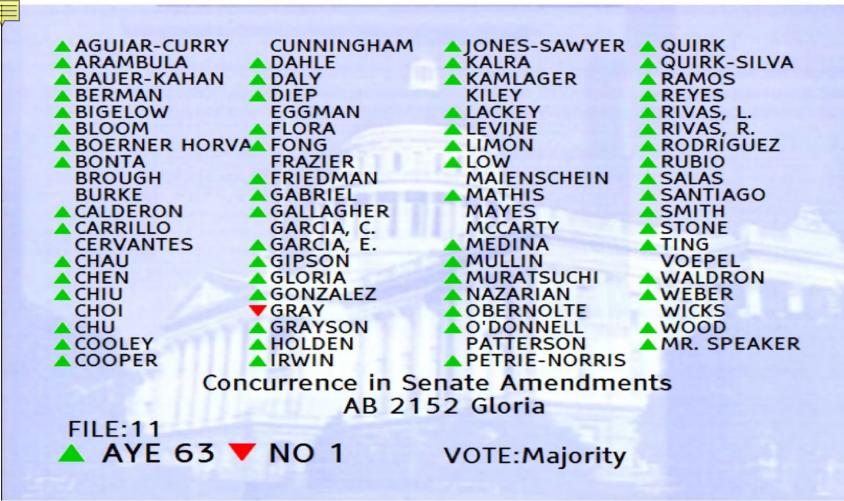
- Know where your item is on the agenda
- Be Prepared Draft your speaking points in advance
- Greet with the appropriate designations (Board/Council President, Committee Chairman, etc.)
- Keep your communication simple, concise, and to the point
- Don't raise questions you aren't prepared to answer
- Don't ask questions or make comments to embarrass or otherwise put lawmakers on the defense

Whenever possible, work to build consensus!



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Show Up!





Engagement Works!



But, am I allowed to lobby?

In general, no organization may qualify for section 501(c)(3) status if a substantial part of its activities is attempting to influence legislation (commonly known as **lobbying**). A 501(c)(3) organization may engage in some lobbying, but too much lobbying activity risks loss of tax-exempt status.



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Common Question



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Questions?