

FIRST YEAR FOCUS: A ROADMAP TO EFFECTIVE ADVOCACY



Since 1922, the Florida League of Cities has been the united voice for Florida's municipalities at the state and federal levels. We believe that local government is the government closest to the people and that sustained legislative success starts with engaged municipal officials.

Get Started With These Advocacy Tools

The tools and resources below are designed to help city officials learn how to advocate on behalf of their cities.



Read the **Advo-Kit**.

Your go-to guide for effective advocacy includes:

- ✔ An introduction to **home rule**
- ✔ Advocacy tips for beginners
- ✔ Examples of legislation that could impact your hometown



Explore the FLC **Advocacy Website**.

Stay informed with:

- ✔ FLC's Legislative Platform for the upcoming session
- ✔ FLC Federal Action Agenda
- ✔ Key legislative dates for the upcoming session
- ✔ Resources like webinars, bill summaries, legislative updates, and more



Take the **Online Advocacy Course**.

A self-paced virtual course covering:

- ✔ The history of home rule and how the legislative process works
- ✔ Why advocacy is essential for cities
- ✔ Case studies of successful grassroots efforts



Build **relationships** with your **legislators** and their **staff**.

Personal connections are key to influencing legislative decisions.

- ✔ Already have a strong relationship with your legislators? Let the FLC know!
- ✔ Need tips? The Advo-Kit has practical guidance on building these relationships.



Join a **Policy Committee**.

Help shape FLC's legislative priorities while networking with other officials. Committees include:

- ✔ Development, Code Compliance, and Redevelopment
- ✔ Finance and Taxation
- ✔ Intergovernmental Relations, Mobility, and Emergency Management
- ✔ Municipal Operations
- ✔ Utilities, Natural Resources, and Public Works

Stay Engaged During Legislative Session

Monday Morning Call-ins:

Get real-time updates from the FLC legislative team on legislation impacting municipalities.

On Tap at the Cap:

A weekly e-newsletter each Friday summarizing key legislative updates.

Legislative Alerts:

Stay informed with action alerts on priority issues as they arise. To receive alerts, email medenfield@flcities.com.



Need Help?

The FLC's dedicated legislative advocacy team is here to support you. Have questions about local decision-making or advocacy? Email medenfield@flcities.com.