



BEHAVIORAL HEALTH SERVICES ASSOCIATION

ART OF ADVOCACY

WHAT IS ADVOCACY?

Advocacy is the part of persuading others to support your case. It is based on careful facts, the development of excellent communication skills and great strategy.

Lobbyist vs. Advocate

A lobbyist is a professional advocate that works to influence political decisions on behalf of individuals and organizations.

Two Types of Lobbyists

Grass Roots: Use the public to influence legislation through (Social/Transitional Media).

Direct: Use one-on-one meetings or meetings with several legislators to influence legislation.

An advocate is a person that has direct, expert knowledge and experience working in a certain area. They can provide information, options and plans regarding legislation.

WHAT IS ADVOCACY?

Steps of Effective Advocacy

Identify the Issue/Set Your Goals

Meet Your Legislator

Invitation to Facility/Tours

Follow Up



WHAT IS ADVOCACY

Meet Your Legislator

- Write a quick note to introduce yourself
- Email
- Visit them at the State House
 - Schedule a meeting through their aide
 - Be on time
 - Set realistic goals and be brief
 - Give them your contact information
- Work Toward the Next Connection
 - Site Visit

Invite Them To Your Facility

- Decide who you want to invite
 - Send the invite several ways- Emails, Mail, Phone Call
- Choose a time that works best for them
- Who will be present?
 - Make sure everyone is on the same page
 - Think about inviting someone who may know them
- Create a one pager on the facility
- Use your time wisely
- Write a 'Thank You' note
 - Let them know you are here as an advocate.

**Your Lobbyist Is Your Biggest Asset.
USE THEM.**

WHAT IS ADVOCACY

What Next?

You can now become a local resource to your legislator. They cannot be experts on every issues, that is why they need advocates/lobbyists to help them navigate through issues and provide them with the information they need to make informed decisions.

You also now can use your connection to meet with them easier when your lobbyist needs you to reach out, as they will be familiar with you and happy to listen.



SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS



Governor Henry McMaster

Governor McMaster is currently serving his first elected term, following his serving after replacing former Governor Nikki Haley upon her appointment as US Ambassador to the United Nations.

The next election will be held in November of this year, and with high popularity, it is likely he will be reelected. His only known opponent currently is former Congressman Joe Cunningham.

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

Governor McMaster's Political Priorities

- Education, specifically dealing with Broadband Expansion, have risen to the top of the list as the pandemic has resulted in a rise of Virtual Learning
- Workforce Development in rural areas

Governor McMaster's Campaign Priorities

- Reduction of SC Income Tax
- Continued support of Teacher Salary Increases and Education Reform
- Reduction of Tuition Costs for students attending South Carolina's Public Institutions of Higher Learning

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

Governor McMaster's Executive Staff

Chief of Staff

Deputy Chief of Staff- Administration

Chief Legal Counsel

Special Counsel

Director of Cabinet Affairs

Director of Legislative Affairs

Director of Policy and Research

Trey Walker

Mark Plowden

Grayson Lambert

Thomas Limehouse

Kristy Quattrone

Sym Singh

John Cleveland



SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

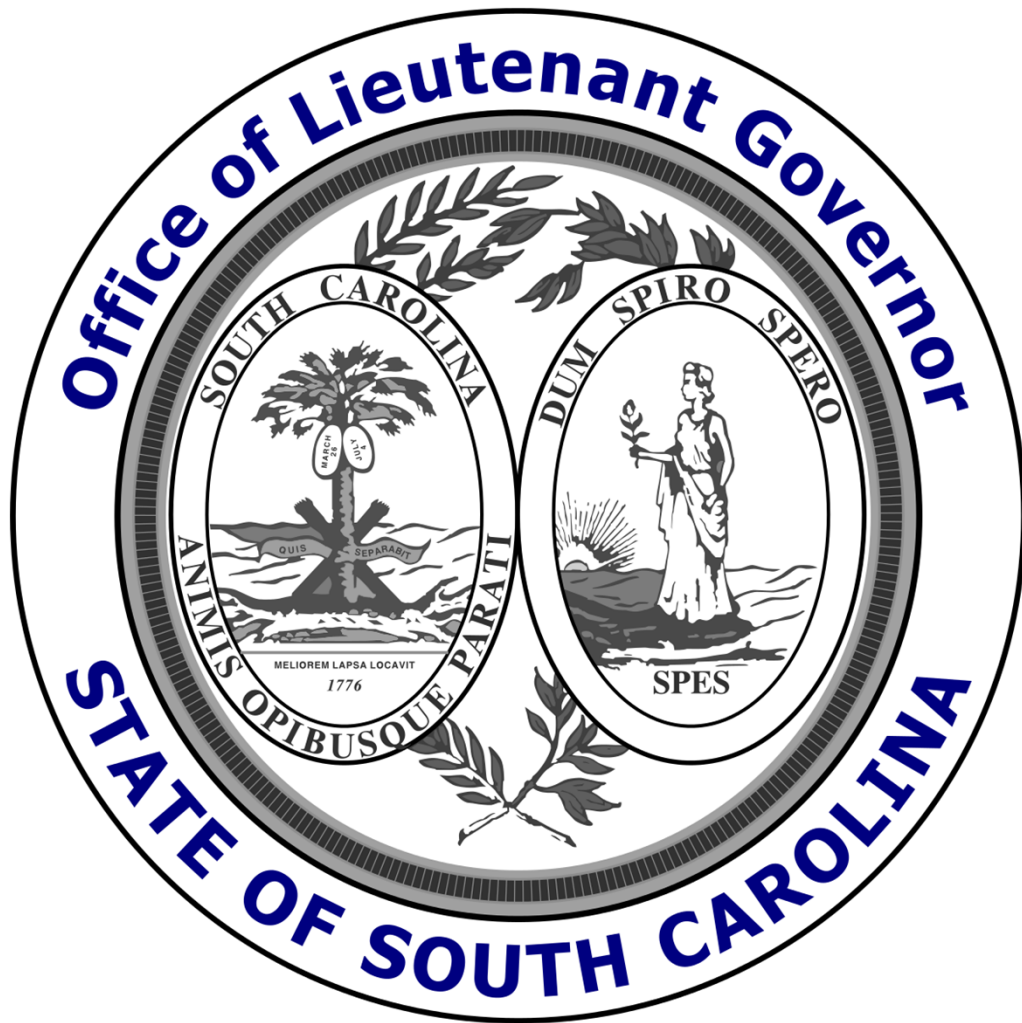


Lieutenant Governor Pamela Evette

Elected in 2018, Lieutenant Governor Evette serves as the first female Lieutenant Governor in South Carolina.

Evette is passionate about, and has been focused on, improving educational performance in her community, assisting the elderly and the young, and helping small- and women-owned businesses.

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS- E



Lieutenant Governor Evette's Executive Staff

Advisor and Scheduler

Megan Finnern

Special Assistant

Micah Rea

Special Assistant

Sonja Milisic

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

Senate Leadership



President of the Senate
Thomas Alexander



President Pro Temp &
Chairman of Finance
Harvey Peeler



Majority Leader
Shane Massey



Minority Leader
Brad Hutto

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

House of Representatives Leadership



Speaker of the House
Jay Lucas



Speaker Pro Tempore
Tommy Pope



Majority Leader
Gary Simrill



Minority Leader
Todd Rutherford

SOUTH CAROLINA'S ELECTED OFFICIALS/LEADERS

Senate and House of Representatives Committee Chairmen/women

Senate

Judiciary	Luke Rankin
Finance	Harvey Peeler
Medical Affairs	Danny Verdin
Education	Greg Hembree
Agriculture & Natural Resources	Wes Climer
Banking and Insurance	Ronnie Cromer
Corrections & Penology	Shane Martin
Ethics	Sean Bennett
Family & Veterans Affairs	Katrina Shealy
Fish, Game & Forestry	Chip Campsen
Interstate Cooperation	Thomas Alexander
Labor, Commerce & Industry	Tom Davis
Legislative Oversight	Thomas Alexander
Rules	Shane Massey
Transportation	Larry Grooms

House of Representatives

Judiciary	Chris Murphy
Ways and Means	Murrell Smith
Agriculture & Natural Resources	David Hiott
Ethics	Jay Jordan
Education & Public Works	Rita Allison
Interstate Cooperation	Mark Willis
Invitations and Memorial Resolutions	Dennis Moss
Labor, Commerce & Industry	Bill Sandifer
Legislative Oversight	Weston Newton
Medical, Military Public & Municipal Affairs	Leon Howard
Operations and Management	Garry Smith
Regulations & Admin. Procedures	Chip Huggins
Rules	Anne Thayer

KEY LEGISLATIVE DATES

Projected House Budget Schedule

January 11-13	First Week of Session
January 18-20	Budget Subcommittee Meetings
January 25-27	Budget Subcommittee Meetings
February 1-3	Budget Subcommittee Meetings
February 8-10	Budget Subcommittee Meetings
February 15-17	Proviso Subcommittee Meetings
February 22-24	Full Committee Budget Deliberations
March 1-3	Appropriations Bill Printed
March 8-10	House Members Receive the Printed Bill
March 14-17	House Floor Budget Debate
February 3	Deadline for Proviso Submissions
February 15	BEA Estimate Due

Projected Senate Budget Schedule

The Senate Finance Budget Schedule has not yet been decided, but it generally begins two weeks following the passage by the House and continues through the end of April, ending with the appointment of a Conference Committee comprised of members from both bodies to pass the final version. Provisos are most likely to be accepted through the end of March.

General Dates

January 11-13	First Week of Session
April 10	Crossover Deadline
May 12	Sine Die Adjournment

NAVIGATING THE STATE HOUSE WEBSITE

The State House Website is your all-in-one guide to everything in South Carolina's Political Capital

- Search Bills
- Contact Your Legislator
- Live Stream Committee Hearings
- View Important Documents from Committees

The screenshot displays the South Carolina State House website interface. At the top, a navigation bar includes links for Home, Senate, House, Committee Postings and Reports, Legislative Council, Citizens' Interest, Publications, and Staff Portal. A central banner announces the 2nd regular session of the 124th South Carolina General Assembly, starting on Tuesday, January 11, 2022.

The main content area is divided into three columns:

- Left Column:** A vertical menu with links for Chamber Video (Senate and House audio only), Video Schedule, Video Archives, How do I..., Legislation, Track Legislation, Multi-Criteria Search, Research, Legislative Manual, Student Connection, Visiting the State House, Archives, State Agency Websites, and Media Links.
- Middle Column:** Features sections for Senate (with a Chamber Dashboard and links to Calendars, Committees, Journals, Roll Call Votes, Senators, Introduced Legislation, and Redistricting), South Carolina Law (with links to Ratifications & Acts, Code of Laws, Code of Regulations, Constitution, and State Register), and a "Find Your Legislators" form with fields for Address, City, and Zip, and a "Find Legislators" button.
- Right Column:** Features sections for House of Representatives (with a Chamber Dashboard and links to Calendars, Committees, Journals, Roll Call Votes, Representatives, Introduced Legislation, and Redistricting), a "Quick Search" form with radio button options for Full Site Search, Bill Number, Legislation (selected), Budget, and Code of Laws, and a "Contact Your Legislator" form with a "Choose a Legislator" dropdown and a "Contact Legislator" button.

On the far right, there are two "Meeting Schedule" widgets, each with a "Follow on Twitter" link. The top widget shows the "Senate Meeting Schedule" for "TODAY, January 27" and "Tuesday, February 1". The bottom widget shows the "House Meeting Schedule" for "TODAY, January 27".





QUESTIONS?