

EFFECTIVE CALLS TO ACTION

MOMS *for*
★ LIBERTY ★



WHAT IS A CALL TO ACTION (CTA)?

A *call to action* aims to get people to take an **action** that will help you accomplish a set **goal**.

GOALS COULD BE THINGS LIKE:

- Getting a bill co-sponsored
- Have a bill scheduled or heard
- Encourage a “yes” vote
- Ensure something is voted down
- Request a bill be vetoed
- Thank a legislator for their action

ACTION OPTIONS

- **Call:** “Call your legislator and ask them to vote yes”
- **Email:** “Email the Committee Chair and ask them to schedule bill #...”
- **Write:** “Send a postcard to the Governor requesting he veto bill #...”

MAKE THEM EFFECTIVE

Calls to action are most effective when they are simple and easy. Instead of giving a variety of ways to help, give your audience THE most effective way. Identify a single target rather than a laundry list of people to contact. Contacting someone who cannot currently affect your issue can harm your cause in the long run.

CTA SHOULD INCLUDE:

- The name and title of the person they are contacting
- If asking people to call, include the BEST phone number for them to try.
- If asking them to write, give the best address.
- If asking for emails, give ALL email addresses that should be included.
- The bill name and number.
- Your goal, ex: vote yes!
- Brief explanation
- Deadline, if it is time sensitive (many are)

FREQUENCY

There is no hard and fast rule for how many calls to action you can or should do. You want to give members ways to engage, but you also do not want to overwhelm them with too many requests. Use your best judgement.

METHOD OF DISSEMINATION

It is important to establish a process for pushing out calls to action. Often, they are shared via social media, email, or text. Determine what channel(s) gives you the best chance at success. Early in the process, the State Legislative Committee should lay out their preferred process for sending out calls to action. They should also consider how best to communicate with any Chapters that are not actively participating.

WHO CAN ISSUE A CALL TO ACTION?

The State Legislative Committee is the only body authorized to push out calls to action on state legislation. Chapters may do calls to action for local bills only.

EXAMPLE

Call Education Committee Chair, Senator John Doe at 555-543-2100 and ask him to hear HB 123!

HB 123 protects children from being exposed to inappropriate material at a young age. Tell John Doe, kindergarteners should be learning to read, not sitting through sex ed. Call today!

SCHOOL BOARD APPLICATION

The same principles outlined here can be used by Chapters to push out calls to action regarding school board activities.