

*2018 NEUAC Annual Conference*

# **LIHEAP Advocacy: Action Day, Every Day**

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# Advocacy: Why it Matters!



***“When I feel the heat,  
I see the light...”***

**C. Everett Dirksen**

**Former U.S. Senator (D-IL)**

# How LIHEAP Works...



1. **Congress** appropriates funds.
2. **U.S. Department of Health and Human Services** makes commitments to grantees.
3. **Grantees** (states/tribes/territories) commit funds to subgrantees (Community Action Programs/charities).
4. **Households** apply for LIHEAP assistance.
5. **Subgrantees** screen households and may support their heating/cooling costs.
6. **Grantees/Subgrantees make payments to energy vendors** – generally not individuals.

# Households Must Request and be Confirmed to be Eligible



- **LIHEAP isn't an entitlement.**
- **When the funds run out, LIHEAP ends.**
- **Households must prove income.**
- **Assistance is brief and limited.**
- **LIHEAP Crisis Assistance can be contingent upon notice of disconnection.**

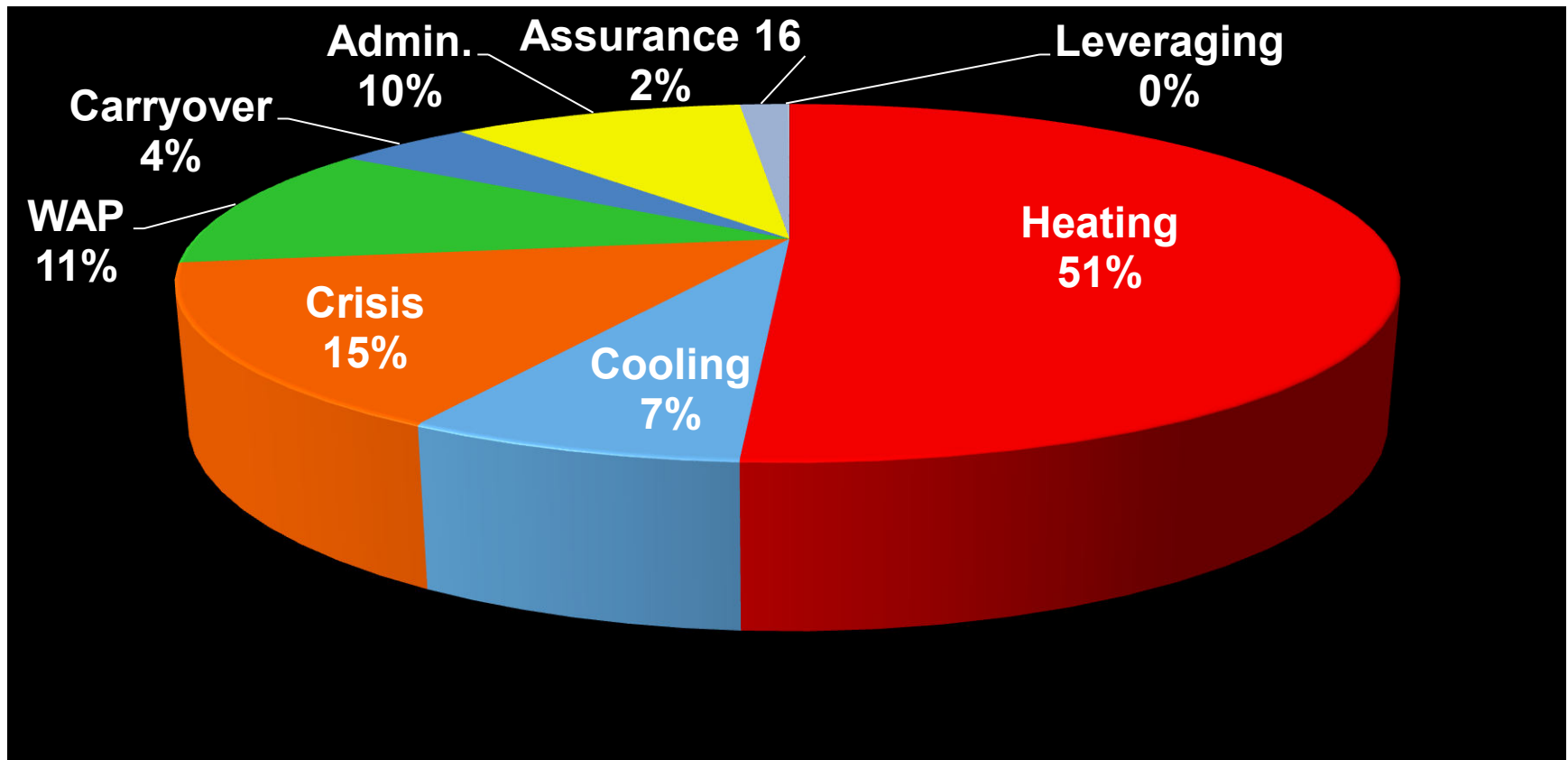
# LIHEAP Prioritizes Households Sheltering:



- **Elderly\***
- **Disabled\***
- **Preschoolers**
- **Those w/High Energy Burdens\*** (*\*including veterans*)

US eligibility limits: household must earn  $\leq 150\%$  of poverty or  $\leq 60\%$  of state median income.

# LIHEAP Components: 2018 US Average (Pre-Omni)



# Advocacy: A Winning Strategy



- **Fly-ins**
- **Key Messages**
- **Influencers**
- **Media**
- **Storytelling**
- **Persistence Pays**

# Sometimes It Feels Like This...





# LIHEAP Action Day



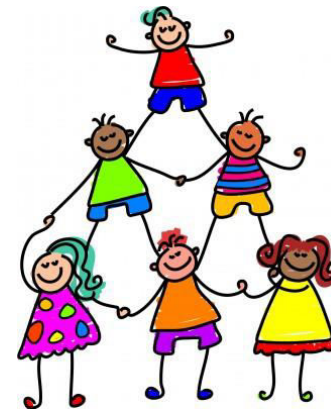
- **LIHEAP's #1 Fly-In**
- **We explain** who LIHEAP helps, why its needed, how it works and **urge it be saved, sustained and better-funded.**



# Effective Advocacy



- **Form your team.**
- **Build a coalition of influencers.**
- **Diverse voices representing beginning to end process: administrators, fuel-funds, community leaders, utilities and recipients.**



*Go  
Team!*

# Effective Advocacy



**Hone your message. What do you really want?**



**MORE Money!**



***Sure, but that's only the beginning...***

# Effective Advocacy



**Answer these questions to develop your key messages:**

- **Why?**
- **What?**
- **Who is involved?**
- **When?**

# Effective Advocacy



**Why? State the need.**

**LIHEAP SAYS NO** to 14 out of 15 eligible Florida residents.



*"You don't know what life is going to throw at you. When my car broke down I thought*

# Effective Advocacy



*"You don't know what life is going to throw at you. When my car broke down I thought I would have to junk it and was worried about how I would get to the store or the doctor's office. But thanks to LIHEAP I was able to get it repaired. It was truly a blessing."*

**Lois Boles**  
LIHEAP recipient

## What?

- **Tell them what LIHEAP does. Give examples!**
- **State the action you are seeking. Be specific.**
- **How can their action solve the problem?**

# Effective Advocacy



## Who?

- **State the Sub-Committee and Full Committee Members that must be contacted.**
- **Does the office you're briefing serve on Appropriations Committee? *Ask them to be a champion!***

**TAKE ACTION: Ask Chairmen Cole and Blount to sustain and better fund LIHEAP!**

# Effective Advocacy



## When?

- Know key Appropriations schedules and deadlines.
- **URGENCY** is key.

***LHHS Subcommittee is marking up bill this week. Please contact Appropriators now!***



# Communications Support



- **Tools to support your advocacy: blog, social media, video, company newsletter and more!**



**@NEUAC** presents Chairman Roy Blount its highest award, the Extra Mile Award for his efforts to save and better fund **@LIHEAP**



10:00 AM - 25 March 2018

Entergy New Orleans @EntergyNOLA · 20h  
Had a great #LIHEAPCampaign meeting w/ @RepRichmond



← ↻ 📷 ★ 2 ⋮ [View more photos and videos](#)

# Never Fear! NEUAC is Here...



## Examples:

- **LIHEAP Action Day state fact sheets.**
- **Press releases.**
- **Social media:** sample tweets, FB posts and workshop.
- **Network** with other allies.
- **Saveliheap.org** and video clips.
- **Sign/Share NEUAC's All Parties letter.**

# Storytelling



- **Bring the faces of LIHEAP to your meeting.**

**VIDEO**

# Effective Advocacy



## Now What:

- **LIHEAP Action Month – August.**
- **Approps Mark Up.**
- **Year-round advocacy via DC-based branches of companies and nonprofit partners.**
- **Year-round advocacy at home – town hall meetings, LIHEAP enrollment events, weather events.**

# How Are We Doing?



- LIHEAP's won a 7% FY18 US funding boost!
- LIHEAP's first meaningful increase since FY09!
- Thanks to LIHEAP Champions on Capitol Hill!
- Thanks to NEUAC, NEADA and to you!



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***Questions?***

***Thank You!***

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