



## Hometown Voices

### We Need Your Voice

The success of "Hometown Voices," the League of Oregon Cities new grassroots advocacy program, relies on your participation. The program's mission is to influence decisions that legislators make about issues that impact your community.

Special interest groups are out in force advocating for what they want and getting commitments legislators early. As a local leader, it is critical that you get a commitment now from them to work with you.

We are counting on you to lay the foundation for a successful 2005 legislative session by:

- Educating legislators about the value of your city
- Building relationships
- Opening lines of communication
- Becoming a valuable resource

### Get Started

Here are a few simple examples of ways you can get started today. Ask your legislators to:

- Have a cup of coffee
- Attend a city council meeting
- Take a tour of your city

**Effective advocacy does not begin in January and end with the legislative session. It begins at home with you.** It is critical that you work with legislators at home, in their districts, before and after they get to Salem. If you wait until January to begin to build a relationship, you'll be one more stranger asking something of them.

### Hometown Strategy

The League and cities will work together to influence the decisions legislators make by:

- *Delivering a consistent and coordinated message.* You can start by using the "Hometown Voices: Wise Choices" brochure (back of page) to talk with legislators about the value of your city. We will build on these fundamental messages with our legislative priorities. You will personalize these messages by telling your city's story.
- *Key partnerships.* The most effective way to reinforce the value of your city is to build relationships and coalitions with key partners (local leaders, chambers of commerce, citizens and other city officials). These individuals and organizations also have the ear of legislators.
- *Feedback.* Two-way communication is essential. To enable the League to most successfully advocate for cities, we need to hear about your interactions with legislators. The program is designed to make it easy for you to communicate with the League about what is happening in your community.

**\*\*\*\*\*overview of Hometown Voices resources on back\*\*\*\*\***

## Tools for Success

Four primary resources will work together to provide city officials with the means to effectively deliver a consistent and coordinated message to legislators, and other key community leaders. These tools will make it easy for cities to participate in Hometown Voices.

### ***Hometown Voices Web Page***

The web page is a main resource and communication channel for the program. It will give you immediate access to the tools and information you need including: how city officials can participate in Hometown Voices; contact information; tips for communicating with the media and key elected officials; and up-to-date information on priority issues. You can access the web page by going to the League's website at [www.orcities.org](http://www.orcities.org) and clicking on the green "Hometown Voices" button on the left.

### ***"Hometown Voices: Wise Choices" Brochure***

Through informal statewide research, the League worked to craft a series of messages that communicate the importance of cities. These are articulated in an educational brochure that you will present in face-to-face meetings with legislators, candidates and key community leaders. *You will use the brochure to tell your city's story.*

Under the "Resources" section of the Hometown Voices web page you will find a "Sample City Fact Sheet." The fact sheet enables a city to take the general financial information and services discussed in the brochure and customize the information for their city. This allows cities to supplement the brochure with specific information about their community.

### ***Hometown Voices User Guide***

The user guide provides an overview of the program and its resources. It takes you through the "Hometown Voices: Wise Choices" brochure section-by-section and suggests examples that will communicate the important role your city plays in your community.

The user guide explains the components of the web page and provides tips for communicating with the media and other elected officials. *It can be downloaded from the Hometown Voices web page under the "premium" section or copies are available from the League.*

### ***League Resources***

The League will work with you to ensure that you have the support you need to become involved in our advocacy efforts. In addition to the user guide, brochure and web page, the League will bring resources directly to cities through one-on-one visits with city officials. As the program evolves, the web page and resources will be adapted to meet the needs of cities and your citizens.

**If you have questions or would like additional copies of the brochure or user guide, please contact Andrea Fogue, Hometown Voices Program Manager at (503) 588-6550 (Salem), 1-800-452-0338 or [afogue@orcities.org](mailto:afogue@orcities.org).**