

Advocating for your Industry: Making a Difference this Fall

Understanding the Legislative Process

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191st General Court of Massachusetts

Important Dates

- December 31, 2019:** Last day of 1st annual session
- January 1, 2020:** First day of 2nd annual session
- January 21, 2020:** Governors H2 budget due
- February 5, 2020:** Joint Rule 10 Day
- March 2020:** COVID-19
- October 7, 2020:** Budget Expert Panel
- October 31, 2020:** Current interim budget expires
- January 5, 2021:** Last day of 2019-2020 legislative cycle

Clarifying the Legislative Objectives

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Addressing Summer Camp Industry Concerns

Issue: Financial Stabilization of the Industry

- Seek the creation and seeding of a Summer Camp Stabilization Fund in the FY21 Budget
- Call to Action for MCA, ACA-NE and non-affiliated Summer Camps: Sept 29-Oct 5
- Call to Action for MCA and non-affiliated Summer Camp Families: Oct 5-9

Issue: Summer 2021 Guidance

- Work closely with the Administration to release initial guidance in January and full Summer 2021 Guidance by March
- Continue working with a targeted working group to liaise with the Regulatory authorities at DPH

A Practical Guide to Advocacy

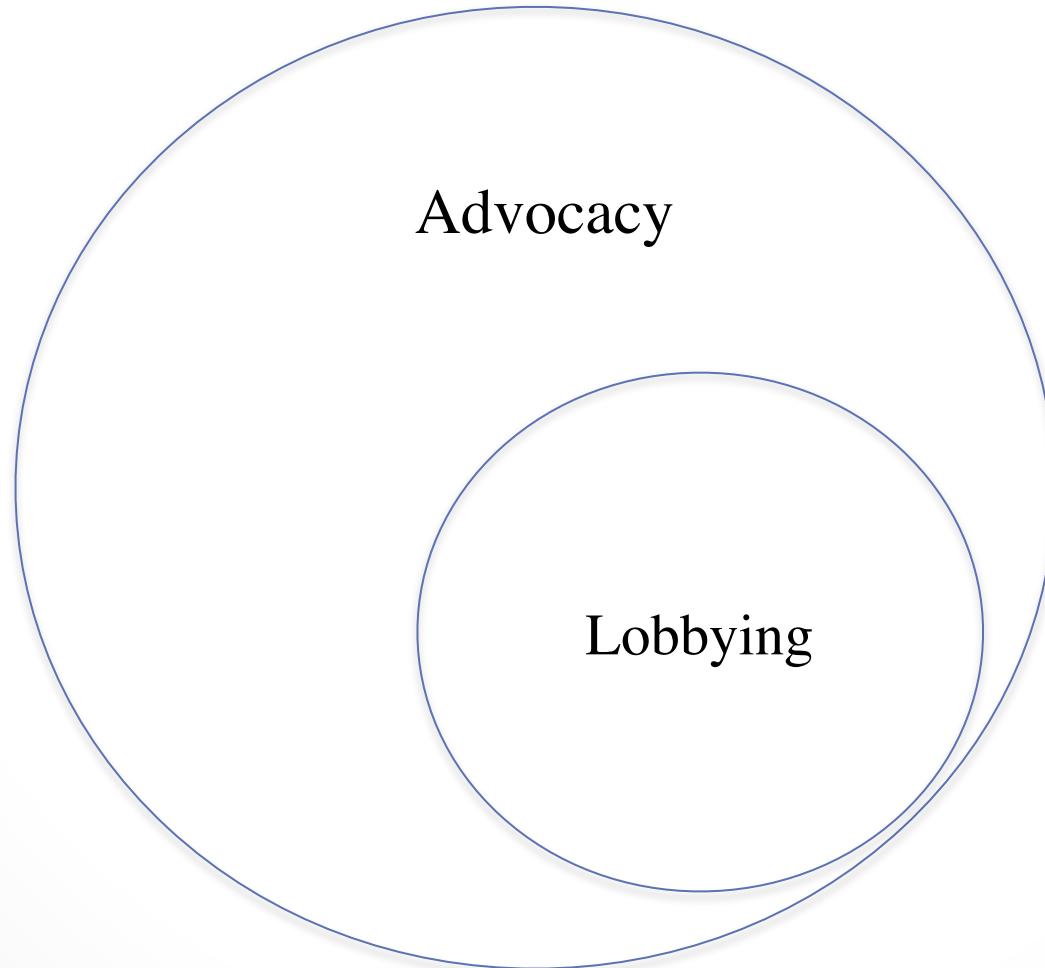
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Every Day Advocacy

Lobbying is a form of Advocacy but Advocacy can be many things...

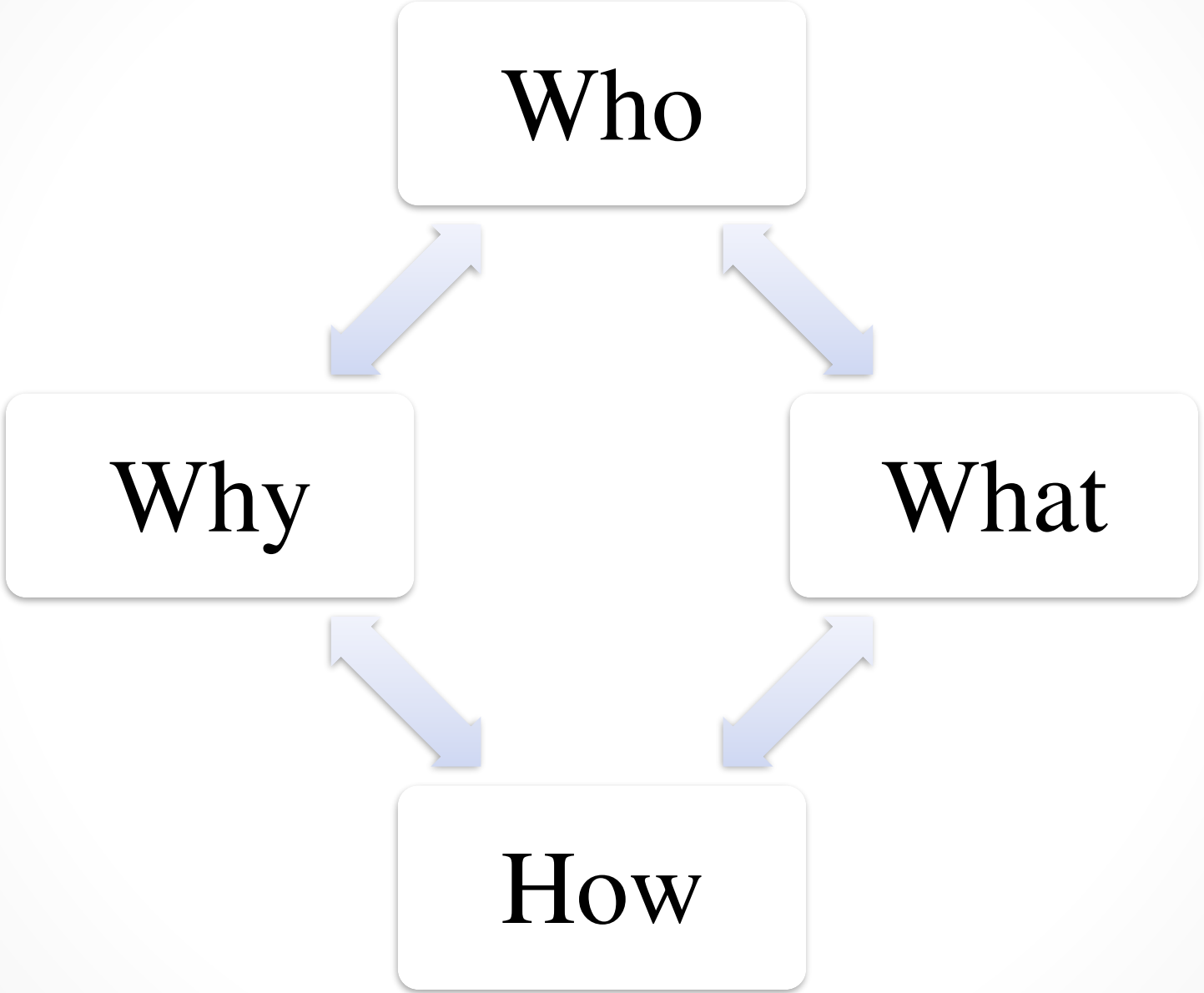
Advocacy (examples)

- Building Political Relationships
- Discussing your cause
- Voicing your concerns
- Discussing Policy Priorities



Lobbying (examples)

- Directly discussing a bill
- Recommending specific changes to legislation
- Recommending specific actions on regulations, legislation, vetoes, etc.



The Why

You are building a narrative focused on the importance of stabilizing the summer camp industry:

- YOUR VOICE MATTERS
- *YOU ARE THE ISSUE EXPERT*
- *DECISION MAKERS HAVE A DESIRE TO LEARN AND DO THE RIGHT THING – YOU CAN HELP THEM DO THAT*
- *YOU ARE CRITICAL TO THE DEMOCRATIC PROCESS*

The Who

You are building a narrative focused on the importance of stabilizing the summer camp industry tailored for:

- Legislators and legislative staff
- Local government officials: Mayors, Selectmen, Councilors, School Committee Members, Municipal Staff and Boards of Health
- Associations and potential partners

The What

You are building a narrative focused on the importance of stabilizing the summer camp industry to:

Create and Seed a long-term Stabilization Fund in the FY21 Budget

- Influence and bring about change
- Communicate directly with policy makers
- Demonstrate support of the issue
- Educate policy makers on specific or technical concerns as *issue experts*

The How

DO'S

- **Make it personal** - Talk about how your camp is impacted
- **Make it local** – Talk about why this would be good/bad for the district and the state
- **Know the facts** – Make sure you know the facts on your issue and have numbers that illustrate your points (i.e., industry impact, personal impacted, number of children/families/staff affected for your camp)
- **Make a strong ask** – Make an unapologetic ask for support

DON'TS

- **Try to be an expert** – Know the details of your camp, but don't try to know everything
- **Make things up** – If a legislator asks you something you don't know, just tell them that you can get back to them
- **Lose your cool** – Always keep things professional, respectful and on track

Next Steps

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Call to Action

Contact your local Representative and Senator THIS WEEK via email and phone

Talking Points:

- Say your name
- Your camp and the location of your camp
- How many children and staff you serve in a normal year
- ASK YOUR REPRESENTATIVE/SENATOR TO INCLUDE A SUMMER CAMP STABILIZATION FUND IN THE FY2021 BUDGET

Important Facts

Important Facts and Statistics:

- Approximately 1 400 day and overnight camps in MA pre-COVID
- MCA estimates that 40-60% of the industry may never reopen after summer 2020 without financial stabilization
- Summer Camps are critical to summer child care, serving 250,000 youth; without summer camp, caregivers of tens of thousands of young school-aged children will not be able to work in an office
- Summer Camps have not traditionally been eligible for COVID relief funds or early education funding despite providing critical childcare during COVID in Phase 2
- Overnight Summer Camps were not allowed to open at all this summer
- For those day and overnight camps that were not able to open, camps have had 22 months of NO revenue— this is NOT sustainable in the long-run.
- MCA estimates \$450M out of a \$600M industry has been lost this year alone — this loss results in billions of dollars of cascading economic impacts across the Commonwealth