



8th Annual History Advocacy Day in Wisconsin

March 19, 2025

Key Resources Guide: <https://wihist.org/advocate>

How to be an Advocate:

Before your visit:

- Visit the webpage of the legislator before meeting with the legislator or staff. This will give you an understanding of the committees the elected person sits on and their background. Look through their recent press statements and current legislation to get a sense of the office's interests. This will assist you in making the connection with your interests and that of the office you are visiting.
- Make a list of community events to leave with the office that you and your local history organization are planning for 2024-25. Let them know of opportunities to participate or just be invited. Legislators and staff are always looking for content to put out in their social media.
- Review all the documents on the WHS website that will be a part of your Advocacy Day packet.
- Email Kate Easton or Kennedy McCarthy with any questions you have regarding the day.

Day of visit:

- Arrive on time for Registration to receive your packets and name tags.
- Remember that you are the constituent. Legislators and staff know their district and want to understand issues impacting the community they serve.
- Let the legislator or staff member know who you are and where you live. Use your own personal stories and passions as to why you made the journey to Madison to visit the office to celebrate history. Explain why local history and the Wisconsin Historical Society are important to you, the legislative district and the state.
- Use the documents and tools provided in your packet (also can be downloaded from the webpage) as guides and visual aids during your visit.

Collecting, Preserving, and Sharing Stories since 1846
816 State Street Madison, Wisconsin 53706

wisconsinhistory.org

- Stay within the 30 minutes scheduled for your visit. Legislators and staff are busy folks.
- Remember to leave packets with the legislative staff.
- It is appropriate to let the legislator and staff know that you may not have an answer to their question. Please make a note and let Kate Easton or Kennedy McCarthy know there is a follow-up needed from your visit.
- Follow up with a quick thank you email. WHS will also be sending thank you notes.
- Remember...advocacy can be done year-round!
- HAVE FUN!

Talking Point Options:

1. Thank the legislator or staff member for their past support of the Society and your local history affiliate.
2. Why are your local history organizations so important?
 - a. Describe how they improve your quality of life, foster civic engagement in your community, build community ties, and provide lifelong learning opportunities.
3. Society Operating Budget 25-27 (*see 2025-2027 Operating Budget Talking Points attachment*)
 - a. Wisconsin History Center
 - b. Northern Great Lakes Visitors Center
 - c. Risk and Security
 - d. DOA Assessments
4. Agency Updated KPI's:
 - a. Scorecard Document
 - b. Legislative 411 Document
5. How we serve you and your constituents:
 - a. Government Relations 101: "How We Serve You"
 - b. Local Senate District Impact Maps
 - c. Statewide Impact Map
6. Society Impact in Local Communities:
 - a. Local Affiliate Program: <https://wihist.org/LH-affiliate>
 - b. Historic Marker Program: <https://wihist.org/markers>
 - c. History Makers Tour: <https://wihist.org/history-makers-tour>

- d. Local CLG Grants and Historic Preservation:
<https://wisconsinhistory.org/Records/Article/CS15309>
7. Share why the Society's state budget priorities and agency programs are important for your local history organization and community.
- a. We are among the nation's oldest, largest, most active state historical societies with world-class collections, the Society is a trusted source of historical information. We are proud to serve a critical role as the preservers and transmitters of cultural heritage from generation to generation.
 - b. The Society makes major contributions to Wisconsin's economic, educational and cultural health through innovative initiatives and programs. Our educational programs inform and entertain adults and challenge young people to think critically about their place in history.
 - c. Historic preservation improves Wisconsin's quality of life and reinvigorates neighborhoods. Our historic sites, museum, collections, archives and programs promote tourism and provide for comprehensive study, appreciation and enjoyment of North American history.
 - d. The Society wants Wisconsinites to find themselves as part of the state's story. By immersing the public in the lives of Wisconsin people past and present, we hope to invite people to participate in conversations that connect the past to the most vital issues of the present and future.