



Masa Group

# Immigration Policy Advocacy 101



# Roadmap for Training

- **About the Trainers**
- **Tools of the Trade**
- **Federal Administrative Advocacy**
- **Federal Legislative Advocacy**
- **Contacts and Networks**
- **Q&A**



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# About the Trainers Masa Group

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# About the Trainers



**Lora Adams**  
**Senior Policy Manager**



**Geoffrey Loudon**  
**Managing Policy Counsel**



**Ramya Reddy**  
**Managing Policy Counsel**

# Tools of the Trade

# Effective Use of Letters

- ❖ **What do letters usually contain?**
  - What do we want to communicate?
  - How do we want the audience to engage?
- ❖ **What are the different types of letters?**
  - Organizational letter
  - Congressional letter
  - Other stakeholders
  - Academic or experts

# **What Are Policy Briefs?**

- ❖ **What are policy briefs, backgrounders, etc.?**
- ❖ **Why do we produce policy briefs?**
- ❖ **How do we present policy briefs?**



# Report

- ❖ **What are reports?**
- ❖ **Why do we produce them?**
- ❖ **How do we make reports more effective?**



# Other Tools



**Petitions**



**Polling**



**Website**



**Day or Week of Action**

# Coalition Building

## ❖ Why do we build coalitions for issues?

- Community with shared values and vision
- Collective solutions for common goals
- Build capacity for strategy implementation

## ❖ What are best practices for coalitions?

- Build equity/ break down barriers
- Empower grassroots and marginalized communities
- Uplift the work and advocacy of impacted communities

# Federal Administrative Advocacy

# Federal Administrative Advocacy

## White House

- ❖ President
- ❖ Advisors
- ❖ Councils

## Federal Agencies

- ❖ Secretaries
- ❖ Political appointees
- ❖ Career appointees

# Federal Administrative Advocacy: Agencies and Departments



## Key Entities

- ❖ White House (DPC, NSC)
- ❖ DHS (ICE, USCIS, CBP)
- ❖ State
- ❖ DOJ (EOIR)



## Other Important Agencies

- ❖ HHS (ORR)
- ❖ DOL
- ❖ Ed



## Best Practices

- ❖ FOIA

# Federal Administrative Advocacy: Policymaking

**Where do you find administrative policies?**

## **Policy Documents**

- ❖ [Memoranda](#)
- ❖ [Executive Orders](#)
- ❖ [Federal Register](#)
- ❖ [Policy Manuals](#)
- ❖ FAQs, letters, statements, SOPs, etc.

# Federal Administrative Advocacy: Outside Game

## Out loud, public-facing

- ❖ Sign-on letters
- ❖ Media
- ❖ Grassroots campaigns
  - Protests/demonstrations
  - Calls/letter writing

## Structured Public Commentary

- ❖ Notice and Comment (e.g. Rulemaking)
  - Provide Data
  - Anecdotal Information
  - Regulations & Forms

# **Federal Administrative Advocacy: Inside Game**

**Informal outreach and education - “issue expert”**

- ❖ Engagements and meetings
- ❖ Memos and policy briefs
- ❖ Explicit recommendations



# Federal Administrative Advocacy: Identifying Opportunities

## ❖ APA - Federal Register

- Set up agency specific alerts
- Pre-publication
- Search current and previous notices
- DHS

## ❖ Sub-regulatory for USCIS/DHS

- <https://www.uscis.gov/news/alerts>
- <https://www.uscis.gov/outreach/feedback-opportunities>

# Federal Legislative Advocacy

# Federal Legislative Advocacy: Committees & Caucuses

## ❖ Committees

- Most of the work of Congress happens at the committee and subcommittee level
- Committees relevant to immigration include Judiciary, Appropriations, and Homeland Security

## ❖ Caucuses

- Groups of Representatives with common interests
- “Tri-Caucus” Congressional Black Caucus, Congressional Hispanic Caucus and Congressional Asian Pacific American Caucus
- “Quad-Caucus” The Tri-Caucus + Congressional Progressive Caucus

# Federal Legislative Advocacy: Staff

- ❖ Titles and responsibilities are not always standardized across offices
- ❖ Ask for the staffer who handles the immigration portfolio
- ❖ Member Office Staff vs. Committee Staff
- ❖ Leadership Offices

# Federal Legislative Advocacy: Securing Meetings

- ❖ Find a district or state connection, ideally constituents
- ❖ Make direct requests and be ready to offer dates and times that work
- ❖ Meetings are best used to demonstrate constituent interest in an issue, educate staffers about a particular bill or legislative development, and lay the foundation for a request to the Member or Committee.

# **Federal Legislative Advocacy: Tools (General)**

- ❖ **Legislation**
  - Bills
  - Appropriations
- ❖ **Hearings**
- ❖ **Letters**

# Federal Legislative Advocacy: Tools (Markup or Hearing)

## ❖ Hearings

- Witnesses
- Lines of Questioning
- Questions for the Record

## ❖ Mark-Ups

- Amendments

# Federal Legislative Advocacy: Congressional Resources

- ❖ Domewatch ([App](#) or [Website](#))
- ❖ [House Clerk Website](#)
- ❖ Committee Websites ([House](#) and [Senate](#))
- ❖ [Congress.gov](#)
- ❖ [Congressional Research Service Reports](#)



# Federal Legislative and Administrative Advocacy

# Identifying Contacts

Administrative – Office of Public Engagement

Databases (Legislative & Agency)

[POLITICO PRO](#)

[Leadership Connect](#)

Pro Bono Strategies for Legislative Contacts

Call Congress | Partner Orgs | [jose@masadc.com](mailto:jose@masadc.com)

# Developing Professional Networks

- ❖ Doing work alongside colleagues = best networking
- ❖ Coalition identification and work
- ❖ External facing work, emails, reports
- ❖ Attending professional/social functions
- ❖ NGO colleagues will enter government



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# Q&A

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