



AAUW California

How to be an Effective Lobby Days Advocate



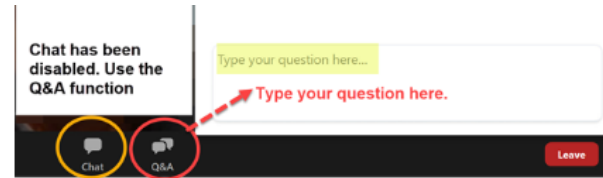
March 31, 2025



Welcome

To attendees, please note:

- Presently, we are in silent mode.
- Chat is set for you to notify the panelists if you are having technical issues.
- The “raised hand” feature is turned off.



- Instead, use the Q&A option to enter questions for the presenters. The presenters will stop periodically to answer your questions or will address them after the webinar is over in a separate document.
- A link to a brief survey will show in the browser when the webinar ends.

Welcome



**Missy
Maceyko**
Director,
AAUW
California
Public Policy



**Amy
Hom**
Director,
AAUW
California
Public Policy



**Kathy
Van Osten**
Legislative
Advocate



**Ginny
Hatfield**
AAUW
California
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Committee



What We Will Cover

- The purpose and scope of Lobby Days
- The teams
- How to conduct your meetings
- How to talk about our three priority bills
- The meeting logistics

All of the material we will cover tonight is posted on the AAUW California website: [Lobby Days 2025 - Advocate for Bills to Advance AAUW Values - AAUW California](#)



Lobby Days 2025 - An Overview

There is overwhelming interest in this year's event!

- 66 branches are participating.
- 84 people will come to Sacramento for in-person meetings.
- 102 people will participate in meetings via Zoom.
- We are working to schedule meetings with all 80 Assembly and 40 Senate offices.
- Sacramento teams will have ~3 meetings
- Zoom teams will have 1-3 meetings



Purpose and Scope of Lobby Days

Lobby Days is a wonderful opportunity to:

- Acquaint yourself with your legislative offices
- Acquaint your legislative offices with AAUW, AAUW California, and your branch
- Advocate on behalf of AAUW California's top 3 priority bills for 2025



Reminders:

- Most meetings will be with Staff rather than the Member.
- Many of you will meet with one of your own legislative offices, but many others will not.
- **Legislative offices consider these meetings to be important even if there are no constituents on your team, because you are representing AAUW California, a sponsor or supporter of these priority bills.**



The Teams

- 23 Sacramento teams
- 26 Zoom teams
- Teams have been formed based on shared legislators where possible.
- We have tried to keep branch members together where possible.
- Teams usually consist of 3-5 members.
- A Team Leader has been designated for each team.



Team Leader Responsibilities

Each team has a designated Team Leader (TL).

TL responsibilities (linked here: [Team Leader Responsibilities.docx](#)):

- Contact your Team members and confirm that they are available on the scheduled day and time.
- Make sure Team members have the meeting location or Zoom link.
- Decide which Team members are assigned to present the 3 bills.
- Check to see if the legislators you are meeting with are on the committees which will be hearing the 3 bills.
- Meet with Team members before your meeting to make sure everyone knows their role. We strongly recommend that you do a “dry run” as a team.
- Take the lead in presenting AAUW, the Team members and the 3 priority bills to the member or staff.
- Send a “Thank you” email to the legislator or staff that you met with.
- Help us track the success of Lobby Days by completing a “Visit Evaluation” [form](#).



Meeting Overview

- Meetings will last about 15-20 minutes.
- Team Leader makes introductions, presents overview of AAUW, AAUW California, and leader's branch if in district.
- Other team members give overview of their branch if in district.
- Members explain their assigned bill, and ask for a commitment of support (or opposition).
- Team Leader (or another member) thanks the legislator or staff, gets contact info for follow-up.



Proposed Script For Lobby Day - Team Leader

Good [morning][afternoon]. On behalf of AAUW California, we want to thank you so much for giving us the opportunity to meet with you today. My name is []. I am from the [] branch of AAUW, and these are my colleagues [introduce each or let them introduce themselves, with branch name].

I'd like to take a few minutes to tell you about AAUW, the American Association of University Women, but may I ask first if you are familiar with our organization? (Give them a chance to tell you what they might already know – don't waste time on info they already know, just fill in whatever is missing). Highlights:

- AAUW is a nationwide organization started in 1881
- Headquartered in Wash D.C., affiliates in all 50 states, including California
- We are known as AAUW California. We were organized in 1921 and incorporated in 1956. We currently have 116 branches and over 9,500 members.
- Our mission is to advance equity for women and girls through research, education, and advocacy. One of our key values is ensuring equity for a diverse society



Proposed Script For Lobby Day - Team Leader (cont'd)

[If you are all from the same branch and your branch is in district]: Our branch is in your/the member's district, and [if appropriate] we appreciate the support you/the member has shown for issues we care about. I'd like to tell you a little about the things our branch is doing for your/the member's community [highlights of current/recent events].

[If none of your members are from the legislator's district]: None of us are from your district. We were asked to meet with you/your office because it is an important district. If I may, I'd like to tell you about the kinds of activities branches are engaged in throughout California [some ideas: Tech Trek, scholarships, community education, Get out the Vote, School Board Project]

Can I answer any questions for you about AAUW?

Every year, AAUW California sets a legislative agenda of about 30 bills that we are advancing. We have chosen our top 3 that we'd like to talk to you about today. At this point I will turn it over to my colleagues, each of whom will address one of our bills.



Proposed Script For Lobby Day - Team Member

I'd also like to thank you for giving us the opportunity to talk to you today. [If you are in-district and the Team Leader is not from your district, you should introduce your branch and talk about some of the activities your branch has engaged in that support the district.]

I'd like to talk to you today about [Bill No.] [Refer to talking points.]

Do you have any questions for me about [Bill No.]? [If you can answer, do so. If you can't answer, say: I'm not sure about that, but I will definitely have someone from our state public policy team get back to you with an answer right away.]

May I indicate that AAUW will have your support for (or opposition to) [Bill No.]? [If they say "no" don't argue, just ask them if they would mind sharing their concerns, then write them down.]

[Each member will repeat in turn.]



Proposed Script For Lobby Day Team Leader - Closing

Thank you again so much for your time and attention.

[If you are meeting with the legislator]: Can you give me the name and contact for the person we should send follow-up responses and material to?

[If you are meeting with a staffer]: Can you spell your name and give me your contact info so we can send responses and material to you?



Some Do's ... Before the Meeting

- Do some homework - know where the member stands on AAUW values.
- Make sure you understand the bills. Review the talking points and ask if you're not sure.
- If you are participating via Zoom: Make sure your equipment is working and there are no distractions.



During the Meeting

RELAX! They're just people!

- Let them know if you are a constituent.
- Let your pride in AAUW shine through.
- Stick to your allotted time.
- It's okay to read from the talking points.
- Give them time to ask questions and listen carefully to responses.
- It's okay to say "I don't know." Tell them you'll find out and that someone will circle back. **WRITE IT DOWN!**
- Ask if we can count on the member's support.



Some Don'ts

- If you have been a campaign contributor DO NOT MENTION IT!
- Don't be late.
- **Don't join your Zoom any earlier than 5 minutes before the meeting time. If you join too early, you will terminate the previous meeting that is in progress.**
- If the member or staffer is about to speak or is speaking, do not interrupt.
- Don't ramble.
- Don't eat or drink. It's only 20 minutes!



Some “Don’t Forgets”

- Designate someone to take a picture of the group (in person) or Zoom screen (virtual).
- Be flexible.
 - We may have last-minute changes beyond our control.
 - Your member or staffer may be late.
 - Your member or staffer may have to cut the meeting short.
 - There may be technical glitches.
 - Be courteous no matter what.
- Get contact info.
- Make note of questions/concerns/responses.
- Send a thank you email.



Questions



The 3 Priority Bills

- SB 418 “Ensure Equal Access to Care for All” - Support
- AB 579 “Yaeli’s Law” - Oppose
- SB 771 “Social Media Platforms Endangering Californians” - Support

This year for the first time, AAUW California is taking an opposition position on a bill - AB 579.

AAUW California’s position on two of the bills, AB 579 and SB 418, is about protecting the rights of the transgender community.



Why AAUW is Standing Up for the Transgender Community

AAUW's mission is to advance gender equity for ALL girls and women. ALL women includes transgender girls and women, who are currently facing a great deal of animus, socially and legally.

When any member of society is treated unjustly, it is an affront to, and a danger to, all members of society. Feminized and gender-based forms of marginalization are intersectional, and thus compounded.

However, this attack is also an attack on women's rights, broadly.



Talking Points for Senate Bill 418

Ensure Equal Access to Care for All

Author: Senator Caroline Menjivar

- AAUW of California is in strong support of SB 418 by Senator Menjivar.
- This measure would prohibit a health plan or a health insurance provider from denying coverage or denying benefits to a person based upon their race, color, national origin, age, disability, or sex – including sex characteristics such as intersex traits, pregnancy, and gender identity.
- In preventing discrimination in healthcare coverage, SB 418 would protect anyone who is subject to discrimination, generally, and sex stereotyping, specifically, from losing coverage or being denied benefits on the basis of sex. Sex stereotyping includes the labeling of a person’s appearance and/or actions as problematic (e.g. “not feminine enough”) based on reductive and unscientific beliefs about sex and gender.
- Given the focus on sex stereotyping, SB 418 protects coverage for gender affirming care, such as hormone therapy, cosmetic procedures, or psychological support, at a moment when the provision of this care may be newly challenged, based on federal attempts to re-litigate and limit the definition of sex.



Talking Points for Senate Bill 418 (continued)

- Major medical organizations, including the American Medical Association and the American Academy of Pediatrics, endorse gender-affirming care as essential for the well-being of transgender and nonbinary adults and young people. Numerous studies show that gender-affirming care significantly improves mental health outcomes for members of the transgender and nonbinary communities. SB 418 aligns California with best practices and recommendations from leading health authorities, ensuring that our policies reflect the latest medical evidence and ethical standards.
- Access to gender-affirming care is a fundamental aspect of **health equity** and human rights. Everyone deserves the right to receive the care they need to make informed decisions about their bodies. Supporting SB 418 is a commitment to safeguarding the rights of all people who access gender affirming care, with particular emphasis on protections for members of the transgender and nonbinary communities across California.
- Passage of SB 418 will protect against discrimination on the basis of sex, while also sending a powerful message of support to the LGBTQ+ community, affirming that their needs matter. Creating an environment where all individuals can express their identities without fear is foundational to a strong democracy.

We ask for your “Yes” vote on SB 418.



Talking Points Opposing Assembly Bill 579

Yaeli's Law

Author: Assemblymember Leticia Castillo

- AAUW California believes transgender and nonbinary youth deserve the right to live in an environment where they can thrive because they have parental support and acceptance. However, they often face disrespect and rejection by parents or guardians.
- AB 579 rests on the premise that denial of support for youth self-identity, including refusal to use a child's name and pronouns, or refusal to provide or allow their gender-affirming care, is not harmful and therefore should not be considered child abuse under the law, and, accordingly, should not be allowed as a basis for custody or removal decisions.
- However, research shows that transgender children are more likely to experience anxiety and depression and are at greater risk of substance abuse and homelessness when they live in households that do not accept their gender identity.



Talking Points Opposing Assembly Bill 579 (continued)

- Indeed, lack of family support is one of the strongest predictors of transgender youth attempting suicide. On the other hand, LGBTQ+ young people who reported living in very accepting communities attempted suicide at less than half the rate of those who reported living in very unaccepting communities.
- While the rights of parents are important, when children are threatened by those who should be protecting them, their health and safety outweigh the rights of parents.
- Every child deserves to be protected from emotional and physical abuse, including the right to be removed from a harmful household to a more healthy and supportive environment. Further, children who suffer harm inflicted by their parents or guardians rightly deserve access to the legal remedies afforded to other children who suffer parental abuse.

We ask for your “No” vote on AB 579.



Talking Points for Senate Bill 771

Social Media Platforms Endangering Californians

Author: Senator Henry Stern
(AAUW California Sponsored)

- AAUW of California is a cosponsor of SB 771 by Senator Stern.
- It clarifies that a social media platform may be liable for civil penalty under existing law if and when its algorithms or AI aid or abet individual users who are engaging in **already unlawful** intimidation of others in online spaces.
- According to a 2024 report by the Government Accountability Office (GAO), a substantial number of internet users have experienced online hate in the recent past.
- While hateful speech is problematic, it is not illegal. However, it can cross the line into illegal action.



Talking Points for Senate Bill 771 (continued)

- For instance, research has shown that the proliferation of online hate has real-world consequences: as individuals are radicalized online and as hate speech proliferates, hate crimes in the real world increase as well. UCLA's Organization for Social Media Safety (SMASH) indicates that a great deal of the hate speech encountered, especially by young people, is hate speech that targets race/ethnicity and gender/sexual orientation. Unsurprisingly, FBI reporting on hate crimes mirrors SMASH's findings.
- Hateful speech is illegal when it threatens others. For example, when hate speech is "brought to the doorstep" of marginalized communities, it is no longer protected speech, but unlawful intimidation, terrorism, and threat. This means that you can post flyers with anti-immigrant messages on your own physical door or electronic Facebook wall; however, when you maliciously post those same flyers on the physical doors of immigrant families, or on their virtual Facebook walls, you are now engaging in intimidating and threatening behavior—which is unlawful.
- While social media platforms are not responsible for the speech of individual users, aspects of social media platforms, such as algorithms or AI, they *can be* complicit in not only the intensification of hateful beliefs but also their proliferation across a given platform. This includes being complicit in the targeting of marginalized groups with hate, which is unlawful.



Talking Points for Senate Bill 771 (continued)

- In January of this year, Meta dramatically altered its practices on Facebook and Instagram that had previously sought to mitigate the impacts of hateful content and protect historically targeted groups.
- Meta has not announced any effort to prevent its AI from acting in tandem with individuals' efforts to credibly threaten or intimidate targeted groups through the platform, efficiently making sure those targeted are receiving messages on their electronic doorstep by being barraged by such threats and intimidation.
- Meta must not be excused from culpability based upon their status as a platform reliant on AI for the delivery of unlawful communications to targeted groups.
- These companies have not "failed" to provide safeguards, they **have intentionally turned away from providing safeguards they previously provided** for targeted vulnerable communities and should be held accountable for that decision, particularly in light of the real-world impacts of the proliferation of online hate and their complicity in unlawful intimidation.

We ask for your "Yes" vote on SB 771.



Talking Points for Senate Bill 771 (continued)

In response to questions about First Amendment rights:

SB 771 clarifies that a platform might incur liability pursuant to existing law via AI-driven content delivery; an act that may not, depending on the AI-related facts, enjoy First Amendment protection. It is based on existing statutory language and standing court decisions.



Committees

Some of you will be meeting with members who sit on the policy committees that will be hearing our 3 priority bills.

- Please note that committees of relevance to our three priority bills are noted next to specific legislators who sit on those committees. These members will vote on one of our bills in the coming weeks.
- It is helpful when you are meeting with legislators or their staff on those committees to advise them they will soon vote on the bill you are presenting.
- For example, SB 418 (Menjivar) will be heard in the Senate Health Committee on April 9th and in Senate Judiciary April 22. Senator Niello sits on Senate Judiciary Committee, so you would state “You/Senator will be voting on this bill in Judiciary Committee on April 22, and we are hopeful you/he will support this bill.”
- Or, if the bill hasn’t been set for a hearing date, “This bill will come before the Senate Judiciary Committee in the near future.”

Team Leaders: Please check the scheduling sheets to see if you are meeting with any of these committee members.

- [Lobby Days Sacramento Meetings - April 8, 2025 - Google Sheets](#)
- [Lobby Days Zoom Meetings - April 9, 2025 - Google Sheets](#)



Committees

SB 418: Will be heard in Senate Health on April 9th and Senate Judiciary on April 22nd. Will be heard in the Summer in Assembly Health and Assembly Judiciary.

- Senate Health - Menjivar (Chair), Valladares (Vice Chair), Durazo, Gonzalez, Grove, Limón, Padilla, Richardson, Rubio, Weber Pierson and Wiener.
- Senate Judiciary - Umberg (Chair), Niello (Vice Chair), Allen, Arreguín, Ashby, Caballero, Durazo, Laird, Stern, Valladares, Wahab, Weber Pierson and Wiener.
- Assembly Health - Bonta (Chair), Chen (Vice Chair), Addis, Aguiar-Curry, Arambula, Carrillo, Flora, Mark González, Krell, Patel, Celeste Rodriguez, Sanchez, Schiavo, Sharp-Collins, Stefani.
- Assembly Judiciary - Kalra (Chair), Dixon (Vice Chair), Bauer-Kahan, Bryan, Connolly, Essayli, Harabedian, Pacheco, Papan, Sanchez, Stefani, and Zbur.

SB 771: Will be heard in Senate Judiciary, hearing date TBD. Will be heard in the future in Assembly Judiciary.

- Senate Judiciary - Umberg (Chair), Niello (Vice Chair), Allen, Arreguín, Ashby, Caballero, Durazo, Laird, Stern, Valladares, Wahab, Weber Pierson and Wiener.
- Assembly Judiciary - Kalra (Chair), Dixon (Vice Chair), Bauer-Kahan, Bryan, Connolly, Essayli, Harabedian, Pacheco, Papan, Sanchez, Stefani, and Zbur.

AB 579: Will be heard in Assembly Human Services, hearing date TBD, and in the future in Senate Human Services.

- Assembly Human Services - Lee (Chair), Castillo (Vice Chair), Calderon, Elhawary, Essayli, Jackson, and Celeste Rodriguez.
- Senate Human Services - Arreguín (Chair), Ochoa Boah (Vice Chair), Becker, Limón and Pérez.



Republican Offices

Some Republican offices may push back on AAUW's positions. See the [Talking Points for Oppo Bills](#) for information on bills we are opposing, and those that we considered for the Leg Agenda but decided not to support.

- Represent AAUW CA views confidently and respectfully. Public discourse is intended to include differing views.
- In response to questions on our position on a bill, refer to our PPP's that support Social and Racial Justice, Equal Access to Quality Education, Economic Security for All Women and Girls, and Women in Leadership. These values underlie the position we take on legislation.
- If you are asked a question and don't know the answer, it is fair to say so and advise that we will follow up with the member to get them the answer.
- It is always fair to suggest that "we may need to agree to disagree" on the bill.



Questions



Logistics - Before the Meeting

- You do not need to contact the legislative offices. They have received the meeting details from us.
- **For those meeting in person at the Capitol Swing Space, allow at least 10-15 minutes to go through metal detectors, wait for the elevator, and find the office.**
- **For those meeting on Zoom, join the call no earlier than 5 minutes before your meeting time. If you join too early, you will terminate the previous meeting that is in progress.**

Questions about one of your legislators, or any of your meetings?

- Contact publicpolicy@aauw-ca.org
- For urgent issues on April 8th call or text Amy Hom at 650-823-9661
- For urgent issues on April 9th call or text Ginny Hatfield at 818-970-4577



Logistics - After the Meeting

- Team Leaders, please complete the online visit evaluation form Lobby Days Visit Report for each meeting, no later than April 12, 2025. Please be sure to note any questions or requests for specific information that we will need to follow up on, so that we can respond and get that information to the legislator.
- Team Leaders, please send a thank you email to the member/staffer that you met with.



Launch Meetings

Sacramento Teams - April 8th at 9:00am

- Home Base Location: 1121 L Street, 7th Floor
- Or join Zoom: <https://us02web.zoom.us/j/87861491852?pwd=AmQJLZV0nD0gcUyRfE7gk5SEQa0ysA.1>

Zoom Teams - April 9th at 9:00am

- Zoom: <https://us02web.zoom.us/j/88497945825>



Final reminder

For those of you who are coming to Sacramento:

- Don't forget to submit your food plans on this [FORM](#) and send your checks to cover the cost of your food
- Even if you don't plan to eat with us, please join us at the Home Base Location. This is a rare opportunity for us to see each other and be together in community.



Questions



Give Us Feedback

Please click **Continue** to participate in a short survey.

you will be leaving zoom.us to access the external URL below

[https:// docs.google.com/forms/d/e/1FAIpQLScjggnUvivyOhGhkS2Rzohxubbs-ufS9ujasuT4Vn0qdCFHiwg/formResponse](https://docs.google.com/forms/d/e/1FAIpQLScjggnUvivyOhGhkS2Rzohxubbs-ufS9ujasuT4Vn0qdCFHiwg/formResponse)

Are you sure you want to continue?

