



## **Beyond the Action Alert: How to Amplify Your Advocacy**

*Updated in June 2026*

Action alerts are one of the simplest and most effective ways to raise awareness and influence policy on the issues that matter to you. By sending action alerts, you are helping to educate elected officials and encouraging them to take action on important state and federal legislation.

However, advocacy does not end after you click “send.” Following up with legislators after submitting an action alert is crucial – it strengthens your message and builds ongoing relationships with your legislators. Legislators and staff hear from many constituents every day. Continued outreach helps demonstrate that these issues are urgent, personal, and a priority.

### **What Does an Effective Follow-Up Look Like?**

- Reminding legislators about an issue.
- Reinforcing the importance of the issue.
- Showing legislators that constituents are paying attention.
- Building long-term relationships with legislative offices.
- Including a specific “ask” (encouraging legislators to take action, co-sponsor legislation, advocate with leadership, etc.).
- Keeping disability-related issues at the forefront throughout the legislative process.

### **How Should I Follow Up After Submitting an Action Alert?**

#### **Step 1: Confirm That Your Message Was Received**

It is important to ensure that your action alert has been received by the legislator’s office. Legislative staff often manage large volumes of emails and calls, so checking in can ensure your message does not get overlooked.

You can:

- Call or email the office and ask if your message was received.
- Ask to meet with the staff member who handles disability, healthcare, education, or other human services issues.
- Thank the office for taking the time to review your concerns.

Even a short follow-up demonstrates that the issue matters to you and that you are engaged in the legislative process!

#### **Step 2: Sharing a Personal Story**

Sharing a personal story can be beneficial for legislators to better understand how certain policies impact people and their communities. Issues are made more significant and memorable by personal experiences.

- Begin by introducing yourself and explaining your connection to the disability community.
- Explain what issue you will be addressing and why you are sharing your story.



- Focus on a few important moments that highlight why you are advocating for this particular issue.
- Explain how a specific bill or policy would impact you, your family, or your community.
- Use active language that explains the challenges or successes you have experienced.

Your personal story does not have to be long to be powerful. Even if you have a few meaningful experiences to share, that can be incredibly meaningful.

### **Step 3: Making “The Ask”**

It is important to let your legislators know what exactly you want them to do. Your advocacy is most effective when you ask that your legislators push for a bill to move and when you encourage them to talk to their colleagues, including those in positions of leadership. Legislators often talk to each other and advocacy organizations like The Arc of Massachusetts to build consensus and momentum to pass bills.

### **Resources**

Here are some resources to help you stay engaged.

- [The Arc of Massachusetts Action Alerts](#)
- [The Arc of the United States Action Alerts](#)
- [The Arc of Massachusetts Advocacy Resource Center](#)
- [The Arc of Massachusetts Storytelling Guide](#)

### **Example: Anjali’s Follow-Up**

Here is an example of effective follow-up. Anjali filled out an action alert on Monday and then called her State Representative’s office the following week to confirm that they received her message. About a month later, she emailed her Representative on the same issue and told her story about why this issue matters to her. She continued to check in with the office regularly to ask that her Representative continue to support this bill and to get status updates. By doing this, Anjali pushed her state legislators to understand the true impact and importance of the bill she was most passionate about.

### **For More Information**

The Arc of Massachusetts Government Affairs team is here to help! If you have any questions or would like to see examples, please reach out to Nora Bent at [nbent@arcmass.org](mailto:nbent@arcmass.org).