



UT ADVOCACY

All Politics Is Local: Mobilizing A Grassroots Coalition
To Save UT's Top Capital Priority

UT's Top Capital Priority 2015– West Tennessee 4-H Center “Lone Oaks Farm”



Defining the Message

- **Key Challenge:** How to make a “regional” issue relevant for advocates across the state?
- **Key Lesson:** Play up the bigger picture and target your audience.

Building the Coalition

- **Key Lessons:**
 - Go beyond your advocacy network
 - An external partner can deliver additional voices & a sense of momentum

Results

- Measurable impact (7,500 contacts +)
- Statewide pressure



Tools of the Trade

UT ADVOCACY Home Resources Who We Are Contact Us

Together, We Are Heard.

UT ADVOCACY

UT Advocacy is the official grassroots network of the University of Tennessee. Our UT Advocates are thousands of alumni, employees, students and friends who believe in the University's value to go. Tennessee and agree that managing with elected officials. We believe that your voice matters, and together, we can make a difference. Become an advocate today.

Latest News

Insider: We Big in State Priorities

After signing statewide voter turnout, the unofficial result was a for the state's Primary Election. Outside, most lawmakers were their primary challenges and only two lawmakers were created, both in the House of Representatives.

JOIN UP

Enter your information to join the UT Advocacy Network.

First Name

Email

Phone

Home Address

City

State

Zip Code

UT Advocacy Affiliations

- UT Challenge
- UT Possible
- UT World
- UT Health Science Center
- UT Institute for Agriculture
- UT Institute of Public Service
- None of the Above

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Take Action Now to Support Proposed Funding for UT's West Tennessee 4-H Center

In February, Governor Bill Haslam submitted his proposed budget for the State, which included \$18.8 million for the expansion of Lane (SMA) Farm as the new West Tennessee 4-H Center.

Since the closure of the previous West Tennessee 4-H Center in 2009, West Tennessee has been without a 4-H facility. The Governor recognized the need for a new facility and its benefit not only to 4-H but also the State of Tennessee. As a result, he named it as one of his top higher education funding priorities.

The opportunity to secure Lane State Farm benefits 4-H farms across the state. The on-site 4-H property will host unique regional and statewide 4-H events, and will enable our state to meet national events as well.

It has become clear that proposed state funding for the West Tennessee 4-H Center is critical to the future of our state's 4-H program.

Enter your information below to take action now!

Send an email to your officials with one click!

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Send an email to your officials with one click!

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UT ADVOCACY WEEKLY WATCH

April 1, 2016

Budget Season Begins for Tennessee General Assembly

Budget session on Capitol Hill has officially begun. On Tuesday, Finance and Administration Commissioner Larry Martin presented the Governor's budget amendment to the House and Senate Finance Committees. The amendment seeks to adjust the Governor's original proposal based on availability of revenue and other

UT ADVOCACY SPECIAL REPORT

UT President Presents Top Funding Requests at Governor's Hearing

UT President Joe DiPietro presented UT's top funding priorities today to Governor Haslam for consideration in his proposed spending plan for the 2016-2017 fiscal year. President DiPietro highlighted the significant recent achievements of the UT System. "I'm pleased to report that UT—across the board and across the state—has had the best year it's had since I've been here," he stated, pointing to examples such as the single-largest grant ever received in UT history (\$70 million), awarded this

Taking Advocacy “Social”



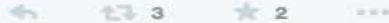
Michele Wilson @1ofshortysgirls · Apr 2

West TN has been without a **#4HCenter** since 2009. Let's fix that. Can I count on your support **@RepAndrewFarmer**?



Tracey Sullivan @aggal77 · Apr 2

Throwing my support behind UT's top capital priority, the West TN **#4HCenter**. Are you, **@craigfitzhugh**? Would benefit countless TN youth.



Rep. Craig Fitzhugh @craigfitzhugh · Apr 3

.@aggal77 I'm 100% in & have been for a while. Let's get this thing done!

RETWEETS

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FAVORITES

4





UF ADVOCACY