

# SAA Advocacy Guide

## Overview

This guide is for coordinating SAA advocacy efforts. SAA groups frequently involved in advocacy work include:

- SAA Staff
- Executive Committee
- SAA Council / Statements Working Group
- Issues & Advocacy Section
- CoPP
- CoPA
- CORDA
- RAAC
- IPWG

The Procedures for Suggesting SAA Advocacy Action include common activities that SAA groups execute on behalf of the membership:

- Mobilizing members to act
- Making a statement
- Holding a virtual meeting container to discuss the issue
- Preparing an issue brief

## Mobilizing Members to Act

When sharing advocacy alerts, carefully consider the alignment of messaging with SAA strategy. Ensure that the message relates to archives or archivists before sharing advocacy alerts that originated outside of SAA: you may need to explain why it matters for archivists if it's not clear from the partner organization's call to action.<sup>1</sup> No approval from EC is required to share advocacy alerts from the following approved external coalition partners:

- NHA
- CoSA
- NAGARA
- ARL
- ALA
- Etc Etc - add everyone who is invoked in the updated SAA Legislative Agenda

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<sup>1</sup> A strategic consideration for developing an advocacy alert through SAA vs sharing one from a coalition partner is data. The most important thing is that people take action, whether through a partner or SAA. But when people take action through an outside partner, it is harder to evaluate the effectiveness and identify champion advocates, since SAA does not hold the data about who took action.

## Advocacy Alert info to gather

1. Subject
  - a. Originating organization
  - b. Title of letter/petition/action
2. Link to a statement or more info on what to do
3. 1-3 sentences that summarize the problem and SAA's position
  - a. If SAA has made a statement before, use language from the statement.
4. 1-2 sentence call to action

## Sample Filled in Checklist

1. **Subject**
  - a. Originating organization: SAA
  - b. Title of letter/petition/action: Contact your legislator re: Register of Copyrights
2. **Link to a statement or more info:** [SAA Statement on the Firing of the Register of Copyrights | Society of American Archivists](#)
3. **1-3 sentences that summarize the problem and SAA's position**
  - a. SAA is extremely concerned over the recent firing of the Register of Copyrights. The Library of Congress's Office provides a non-partisan, critical, and technical role for maintaining rules and mechanisms for registering ownership, record-keeping, defining processes needed for infringement claims to be handled by the courts, and providing guidance to inform the public of the rules that make the copyright system work.
4. **1-2 sentence call to action**
  - a. Assert your Article I prerogative and defend the robust and global standard that is the American copyright system.

## Advocacy Alert Email Template

To: ARCHIVISTS-announcements@connectedcommunity.org ,  
ARCHIVISTS-saaleaders@connectedcommunity.org ,  
ARCHIVISTS-saaissuesadvocacysectiondiscussionlist@connectedcommunity.org ,  
ARCHIVISTS-copp@connectedcommunity.org

Subject: 📧 Advocacy Alert! From [ORG]: [Title of Letter/Petition/Action]

[call to action with link to a statement, more info, or tool for taking action]

[1-3 sentences that summarize the problem and SAA's position]

[call to action again]

*If you take action and no one hears about it, does it really happen?? After you act, [let SAA know](#) through this form, then post about it on social media!*