



Twitter Advocacy Legislator Outreach

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Vote Nevada Executive Director



Sharing Information v. Trolling

(No One Likes a Troll)

- **Multiple Platform Sharing**

- **1. Research your bill**
- **2. Full testimony**
- **3. Public comments**
- **4. Emails**
- **5. Facebook**
- **6. Tweets**
- **7. Write out Twitter handles**
- **8. Write out hashtags**

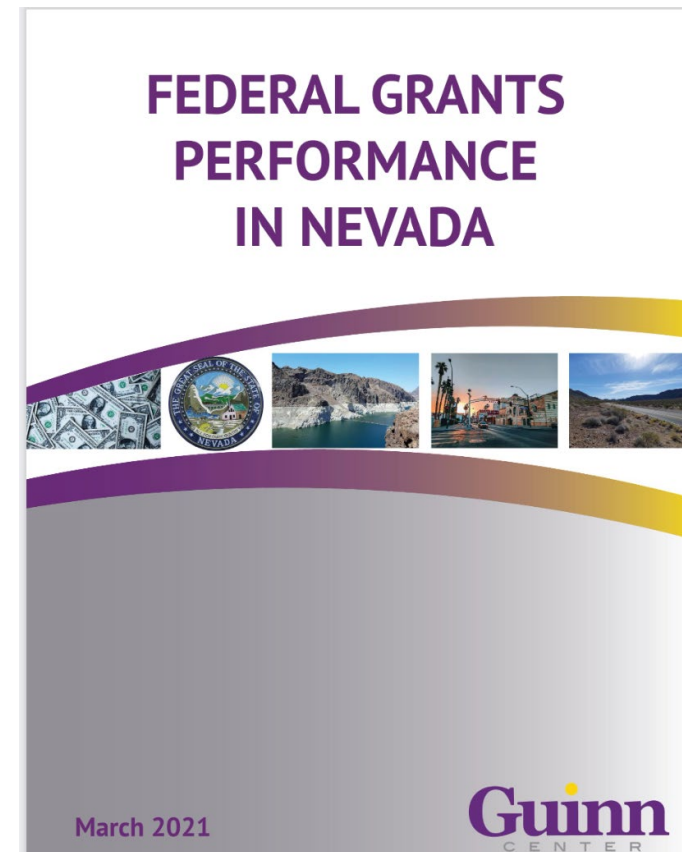
- **Eyes On Your Message**

- **1. Bill Sponsor**
- **2. Committee Members**
- **3. Interested Public**
- **4. Reporters**
- **5. General Public**

Example

800 **Assemblywoman Monroe-Moreno**
Revises provisions relating to grants.

- **Grants**
 - **Nevada: Low Grant Procurement**
 - **Over tens years**
 - **No one knows why**
 - **Governor & Assemblywoman**
 - **Agree: More Oversight**
 - **Move to Executive Branch**
 - **Grants management system**



Research



SUMMARY OF MAJOR FINDINGS

- Total federal grant money awarded to Nevada between federal Fiscal Year (FFY) 2008 and FFY 2020 has increased by 304.1 percent from \$1.8 billion to \$7.2 billion in inflation-adjusted terms. The increase in total federal grant money awarded to Nevada over time most likely can be attributed to overall growth in federal grants to states and local governments.
- Inflation-adjusted total dollar amount of federal grants per capita in Nevada increased from \$700 in FFY 2008 to \$2,296 in FFY 2020, which is a 227.9 percent increase.
- Despite the overall gains, Nevada continues to underperform in total dollar amount of federal grants per capita when compared to other states, with a ranking of 45th in the nation in FFY 2020. This ranking, however, reflects a pattern of systematic improvement since FFY 2015, which was the first full year of Medicaid expansion (Nevada ranked 50th in FFY 2014).
- There is no discernible pattern in rankings on total dollar amount of federal grants per capita amongst states that do not collect individual income taxes, though like Nevada, Florida and Texas fairly consistently rank in the bottom third of all states.
- Nevada ranked 42nd on formula grants per capita in FFY 2020. Formula grants are prescribed by law or administrative regulation; Nevada may be disadvantaged (relative to other states) by the formulas themselves.
- Nevada has sought to improve its performance on federal project grants, which are competitively awarded. In FFY 2020, project grants per capita in Nevada amounted to \$342, for a ranking of 43rd in the nation. However, between FFY 2016 and FFY 2020, Nevada begun to close the gap between its per capita dollar amount and the U.S. average.
- In FFY 2020, the average dollar amount of project grants awarded amounted to \$845.7 million. Nevada ranked 6th in the nation on this indicator. While Nevada receives a comparatively low number of project grants, the dollar amount is proportionally quite high.
- Medicaid exerts an extraordinary influence on Nevada's budget and its federal grant receipts. In the hypothetical absence of Medicaid dollars, the Federal Fund (as a budget funding source) would decrease by more than half, from 33.7 percent to 15.6 percent. Theoretical exclusion of Medicaid would decrease the grant share of all federal funds awarded to Nevada from the 25-30 percent range to the 10-15 percent range. Assuming hypothetical exclusion from total dollar amount of federal grants per capita in FFY 2020, Nevada's ranking on this indicator would drop from 45th to 50th in the nation.

Report: Nevada's share of federal grants remained low in 2020



THENEVADAINDEPENDENT.COM

Report: Nevada's share of federal grants remained low in 2020

A new report by the Guinn Center for Policy Priorities released Wednesday highlights Nevada's ...

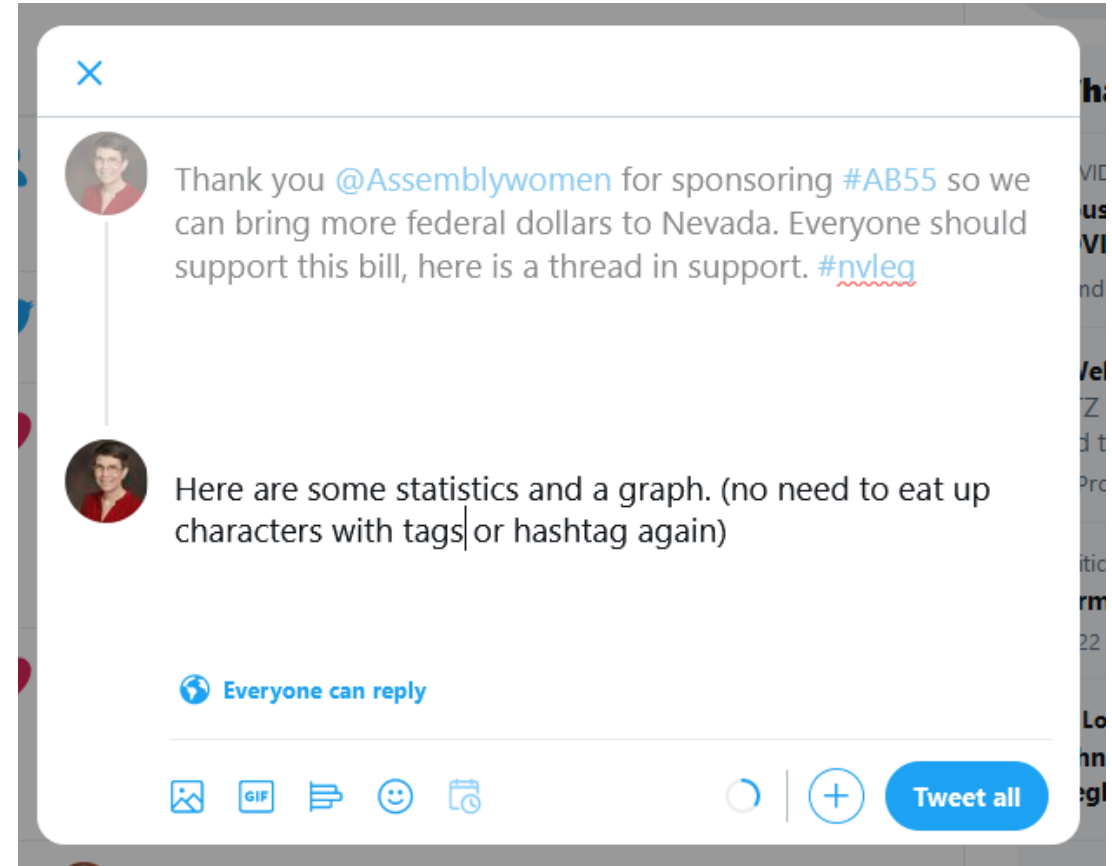
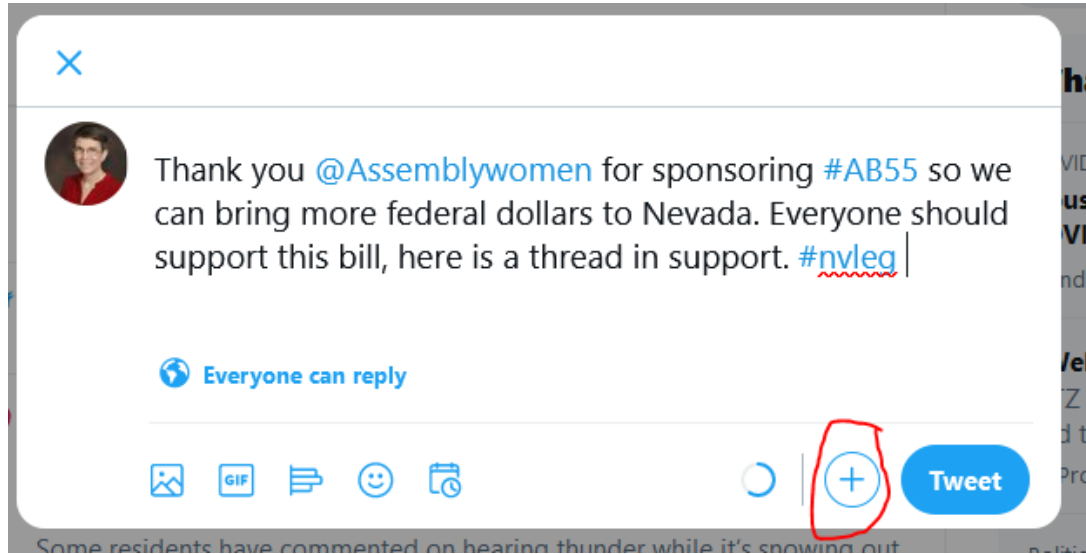
Create & Repurpose Your Content

- **Write Full Testimony**
 - This can be submitted as an exhibit
 - Include footnotes, charts, graphs
 - Personal connection
- **Write Public Comments**
 - Summarize Full Testimony
 - 2-minutes
 - Major bullet-points
 - Personal connection
- **Emails**
 - In-between full and comments
 - Keep personal connection
- **Facebook**
 - In-between full and comments
 - Keep personal connection
- **Tweets**
 - Very short
 - Handles & Hashtags

Decoding Twitter

- **Character Limit: 280**
 - Just words, numbers, & symbols
 - Not images
- **Twitter Handles**
 - Personal Account ID
 - @SondraCosgrove
 - Put a period first if tagging first
 - [.@SondraCosgrove](#)
- **Hashtags**
 - Searchable Keywords
 - #nvleg #AB220 #Redistricting
- **It's Complicated**
 - Type out your tweets
 - Be ready to copy & paste
 - Tweet during hearings
 - Use threads

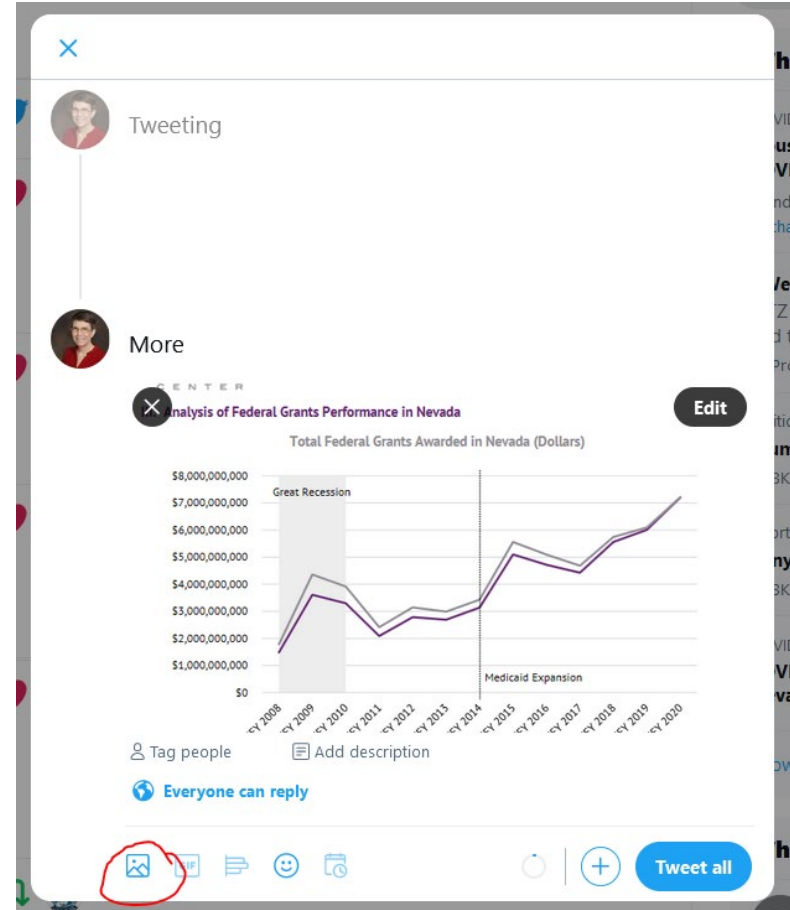
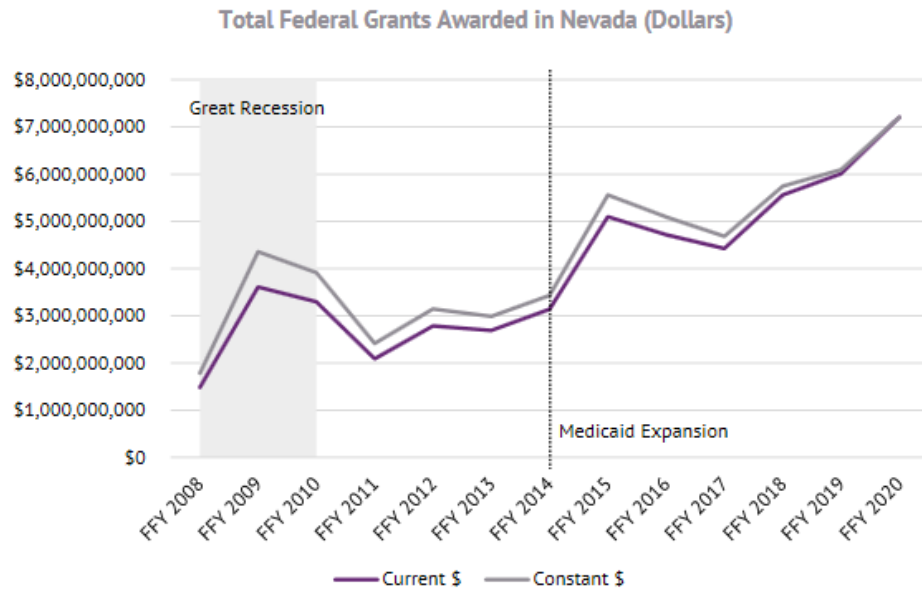
Twitter Threads



Add Images

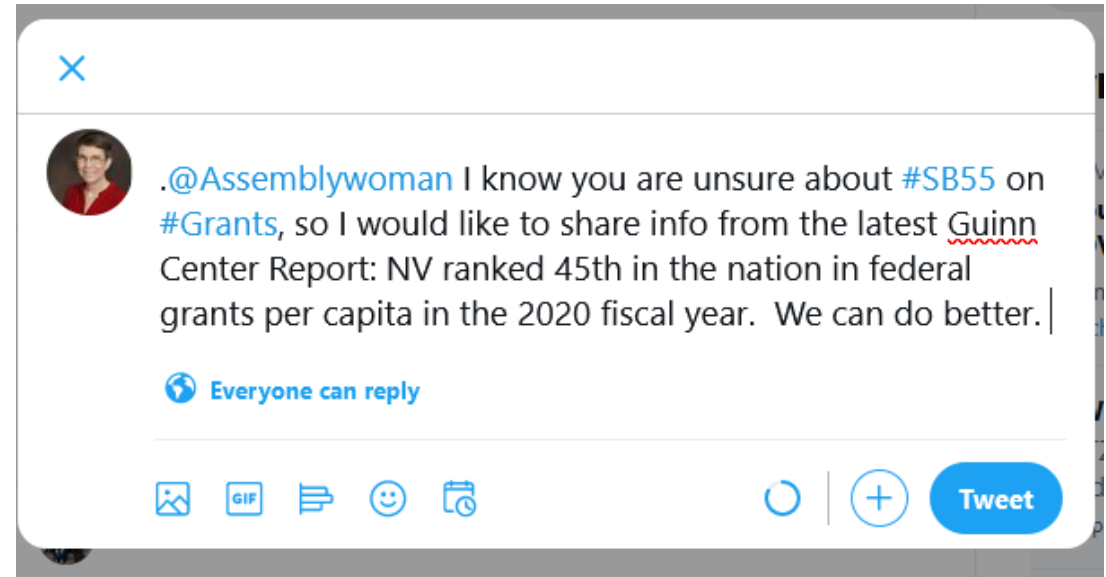


III. Analysis of Federal Grants Performance in Nevada



Convince A Legislator Tweeting @ Someone

- **Swinging a Vote**
 - Legislator in Opposition
 - Note reasons for opposition
 - Repurpose content again
- **Use Your Research**
 - Create New Tweets
 - Win Over not Berate
 - Honey not Vinegar
- **Retweet Others**



Questions?

