



**Monthly Digest: January 2024**  
Your source for policy and advocacy guidance.

**What's inside?**

🧠 AI & Advocacy

📺 New videos to get you ready for advocacy during this year's session on Youtube!

🏠 SALT sponsored Grassroots Training!

by **David Smith** on January 02, 2023

I like to stay active, and not just by running through the woods! *Inthrive: Advocacy Solutions* has local and national clients, is standing up a bipartisan Criminal Justice Initiative advocacy infrastructure in Arizona, and leads a Virginia org fighting for economic justice & legal system justice. I post a video every week on Youtube on *Better Advocacy in 10 Minutes or Less* (but not in December because of vacation and Christmas) and (less frequently) policy articles on LinkedIn. I serve on several boards and commissions. In addition to my policy and advocacy work I run Inthrive Film Festival which is expanding to 3 festivals around Virginia this year.

That's a lot.

How do I make time for these different priorities while still providing a quality product?

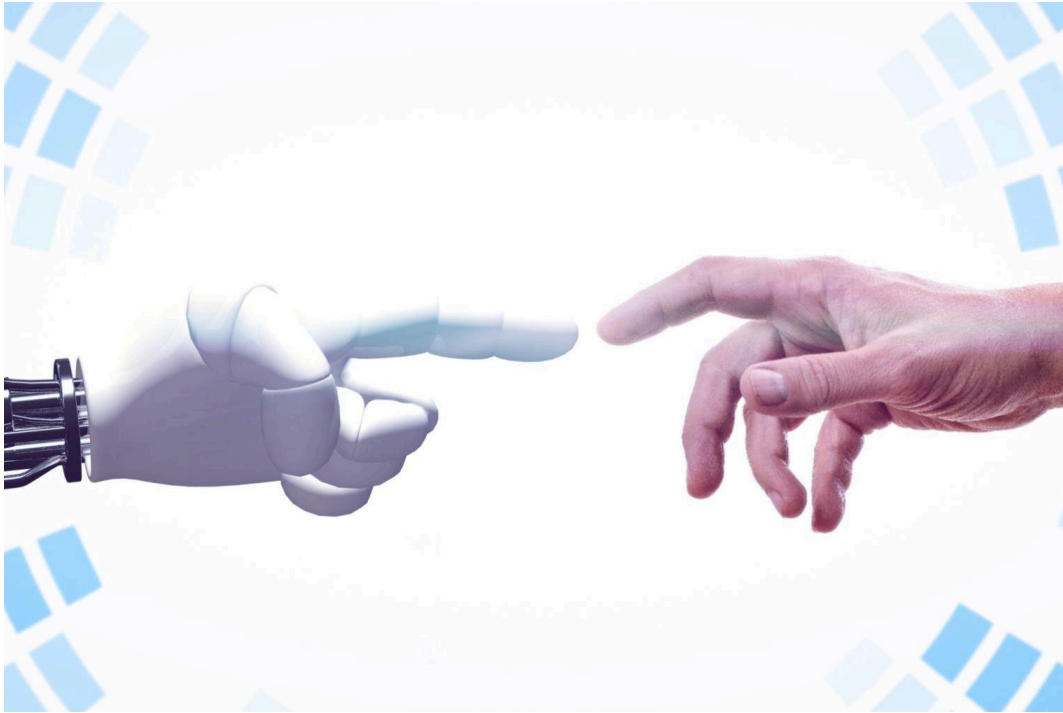
AI.

Yes, Artificial Intelligence. AI has become accessible and intelligent enough that we all could be using it to become more productive and powerful in our advocacy work. Keep reading to find out!

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## THIS MONTH'S TOPIC

# AI to Strengthen Your Advocacy



### **What is AI?**

We all know that AI stands for artificial intelligence. You've been surrounded by AI for years. Do you like those Netflix or Amazon suggestions? How about what pops up in your Facebook, Instagram, or TikTok feed? Yeah, those are all algorithms that are a type of AI. But what can really help you in your advocacy is Generative AI. Basically, Generative AI programs, like OpenAI's ChatGPT (which powers Microsoft's AI products) or Google's Bard, has taken in a whole bunch of information and has learned how to create new responses based on that information.

(Yes, this is a massive oversimplification, but this is a newsletter. If you want more details check out this link on [10 AI terms](#).)

### **How can I use AI in Advocacy?**

Maybe you've seen AI generated art or heard AI generated responses to questions. But how can you use this in your advocacy? You can start by making AI your thought and writing partner.

I'll be honest. I had my doubts. But after signing up for [Bard](#) in early 2023 I quickly became a believer in its power. I started feeding it prompts (see #8 in [10 AI terms](#)) and with a little trial and error Bard was creating talking points for specific political leanings, analyzing bills, and writing one pagers!

Did it do all these on the first try and did it always have the correct information? No. But with guidance I'm able to have Bard do an hour or two of work in a matter of minutes!

### **Does this mean I can be replaced by a computer?**

No. Think of AI as your copilot. And sometimes it's like your GPS copilot that tries to take you on questionable routes. The final decisions are still up to you. You're doing the hard work of building relationships, making connections, and using the insight AI provides to achieve policy wins.

But AI can help guide you, sift through large amounts of data, make new connections in your work, and discover new potential allies and talking points you may have missed. AI can help show you your next steps but it's still up to you to take action.

### **How to become better at AI and Advocacy**

If you haven't already, sign up for [Bard](#) or [ChatGPT](#). Start feeding it prompts and then refine those prompts until you get a workable response. Look at what some of your more time consuming tasks are and create prompts around those and see how you can refine them so that AI is now doing some of your more tedious or difficult tasks. After the 2024 Virginia General Assembly session wraps up I'll be leading a virtual training "An Introduction to AI and Advocacy." Keep an eye out for details in next month's newsletter!

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*State legislative sessions are about to start! If you need extra support for your policy Inthrive: Advocacy Solutions is here to **help you and your clients** have a winning session!*

Email David Smith at [David@InthriveAdvocacy.com](mailto:David@InthriveAdvocacy.com) to see how we can partner to achieve your goals.

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**Looking for more content?** Follow me on [LinkedIn](#) and [YouTube](#):

[LinkedIn Virginia Policy Recaps](#)

 [Better Advocacy in 10 Minutes or Less on YouTube](#)

[Winning with Legislative Priority One Pagers](#)

[How To Monitor Bills](#)

[What Happens in a Legislative Committee Meeting?](#)

[4 Keys to Negotiating During the Legislative Session](#)

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**SALT sponsored Grassroots Training!**

If you're a grassroots advocate or it's your first time advocating in Virginia's General Assembly mark your calendar for **Wednesday, January 3, at 7pm!** David will be leading a **free** training (sponsored by [SALT: Social Action Linking Together](#)) focusing on the realities of the 2024 Virginia General Assembly session and how to communicate with a divided government.

*Registration not needed.*

Topic: SALT ADVOCACY TRAINING

Time: Jan 3, 2024, 01:00 PM Eastern Time (US and Canada)

<https://us02web.zoom.us/j/3060493017?pwd=NC85eCthVkdRRzdQWUhvYitxYzdOdz09&omn=81224359925>

Meeting ID: 306 049 3017

Passcode: 599860

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[www.InthriveAdvocacy.com](http://www.InthriveAdvocacy.com)

[David@InthriveAdvocacy.com](mailto:David@InthriveAdvocacy.com)

Inthrive: Advocacy Solutions

8337 Abbey Rd.

Richmond, VA 23235