






INTHRIVE

ADVOCACY SOLUTIONS

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

What's inside?

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-  New episode of Better Advocacy in 10 Minutes or Less!
-  Virginia's Shrinking Prison Population on LinkedIn
-  New Source for all the Justice news in Virginia! (and a little beyond)
-  Pictures from recent Inthrive events

by **David Smith** on May 1, 2024

Ever feel like you're drowning in meetings, emails, and legislative updates, yet progress on your key issues feels stagnant? You're not alone. In our fast-paced world, busy often masquerades as productive. But we know results matter. In this month's email we're going to look at how we can go from revving our engines to crossing the finish line! Let's dive into strategies to shift gears and achieve real impact, not just rack up activity points!

THIS MONTH'S TOPIC

Being Productive Outside of Session

As state legislative sessions wrap up it's easy to enjoy the downtime a little too much. (I'm speaking from my own experience!) There are no lengthy negotiations, fewer pressing meetings, and fewer press stories to refute or promote. It's tempting to sit back and bask in the glory of your success or retreat as you lick your wounds from your losses. And both of these are important!

But it's also important for us to be *productive*, not *busy*. Moving forward instead of spinning our wheels. But what's the difference?



Busy is doing things, tasks, without a goal. It's like revving your engine, it sounds powerful and sorta shows what you're capable of achieving but you're not going anywhere. Being busy but not productive usually means you're doing things that were useful at one point but as your needs changed they no longer serve the purpose they once did. Still, you keep doing them. This could be reading reports that are no longer part of your advocacy work, going to meetings that don't advance your knowledge or build important connections, or chasing work that once was profitable but now drains your resources (both financially and physically).

How do we make sure what we do is productive and not just adding unnecessary busyness to our lives? How do we go from revving our engines to winning the race?

By reevaluating your goals and building your work around the objectives and tasks that will help you achieve them. Now is the perfect time to do this as the immediate demands of the legislative session have receded. If your goal is to expand your client base, figure out what steps you need to take to do that. Is it making new connections, expanding your services, or going back to old clients? If your goal is to advance your organization's policy priorities, work with your team to set objectives and assign tasks so you'll get those wins in 2025.

In any circumstance the key to being productive and not busy is to have a plan that will guide how you spend your work time during the Spring, Summer, and Fall so you'll be ready to get your legislative wins in the Winter. When your activities align with your goals you've shifted into gear and are on your way to win the race...instead of revving your engine as you idle at the starting line!

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🙄 Do you want some outside eyes to help you evaluate your advocacy goals so you and your team can be more productive as you work to turn your passion into policy? Email David Smith at David@InthriveAdvocacy.com to find out about strategic reviews & planning sessions that can make you and your team more productive!


Looking for more content? Follow Inthrive: Advocacy Solutions on [LinkedIn](#) and [YouTube](#):

[LinkedIn Virginia Policy Recaps](#)

[Virginia opened the prison gates, and it turned out ok. But how?](#)

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

[Influence Your Governor in 3 Easy Steps](#)

 Inthrive now offers a free weekly roundup of all the Justice Reform news in Virginia (and a little beyond)! If you want this free email, [follow this link to sign up](#).

Photos from Recent Events:

 **SALT's (Social Action Linking Together) Back From Richmond**



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 **Inthrive Film Festival**



Check out the [website](#) and follow on [Instagram](#) or [Facebook](#) to find out about the festival!

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