About this Handbook
Learn more about this handbook and how it can help your center.

Understanding Your State Legislature
Learn what you need to know about your elected officials.

Building Relationships with Local Officials
Learn best practices to engage with leaders at the state level.

Tracking State-Based Legislation
Learn ways to track and monitor legislation and regulation.

Responding to a Bill of Interest
Learn ways to engage on legislation of interest to your center.

Appendix A
Learn available state bill searching and bill tracking links.

Appendix B
Learn how to use LegiScan to track state legislation.
PURPOSE. America’s Blood Centers (ABC) strongly encourages its member blood centers to be active in advocacy at the local, state, and federal level. This handbook is designed to assist community blood centers in various state-based advocacy activities, including interacting with state legislators, advocacy best practices, tracking state legislation, and hiring and working with state lobbyists.

Please reach out to ABC at memberservices@americasblood.org with any questions about this handbook or with any general advocacy questions, comments, or suggestions.

ABC’S ROLE. While ABC’s work primarily occurs at the federal level, the association works to convene its member blood centers to promote collective strategies and synergies for state-based advocacy.

This work includes informal tracking of state-based legislation and regulations, periodic training workshops, a state-based CollABOrate community, and letters and testimony when requested for state-based legislation and/or regulations. We are also working to establish a formal mechanism within ABC for coordinated state action.

When ABC identifies a bill or regulation of interest to a blood center, we notify your blood center’s advocacy contacts and/or Member Voting Representatives. While ABC works to support its members as much as possible, we are not a substitute for your center conducting your own legislative and regulatory tracking and retaining a state-based lobbyist as needed.

Download our Advocacy Agenda to learn more about ABC’s work on the federal level promoting the value of blood to patients, communities, and the healthcare system.
It is important to remember that no state is alike. State legislatures have drastically different legislative sessions, political dynamics, processes and procedures, and available resources. A first step in your journey as a state advocate is to understand these differences so that you can navigate accordingly.

State legislature websites are a great source of information (you can find yours by searching for *state name* “state legislature”).

Generally, legislators can engage in educational meetings outside of the official time the legislature is in session, though they may not have some of their legislative staff available during that timeframe. You can also reach out to your local legislator’s office with specific questions about timing. It may also be useful to note when the next election is to know whether your current legislators will face an election before the next session, or in some states, whether they are term limited.

Your Checklist to Complete

- What time(s) of year is your state legislature in session?
- What are the rules for elected officials and their staff outside of that timeframe?
- What are the key committees responsible for issues likely to impact blood centers?
- Who are the legislators most likely to impact blood centers given leadership and/or committee responsibilities?
Whether you are engaged in advocacy at the local, state, or federal level, it is critical to proactively develop strong relationships with legislators that represent your blood center.

These relationships can lead to the introduction of positive legislation, assist in the defeat of negative legislation, and open doors to new opportunities.

A few tips as you work to build these relationships:

- Designate an employee or employees as your state-based advocacy contacts. This is a great professional development opportunity and can leverage employees with pre-existing contacts and/or a strong interest in advocacy.

- Utilize employees that live in the district/state if they are willing to help in scheduling meetings, conducting visits, etc. Elected officials love to hear from constituents and those that serve their constituents, and some offices have policies where they will meet with any constituent that asks but are more selective with businesses.

- Educational visits do not need to have a specific “ask” other than simply asking them to reach out if an issue impacts blood centers. This can be a good way to receive early notifications about state/local action, sometimes even before a bill is introduced!

- Most legislators don’t understand the blood supply, but find it a fascinating subject. Providing them and their staff with an overview is usually appreciated. You can utilize ABC resources, but it’s also important to give them information about your center and the patients you serve through local hospitals.

- Invite elected officials and their staff to visit your blood center: Offer them a tour, an opportunity to donate blood, host a drive, etc.

A note to remember:

Always consider that not all elected officials will be eligible to donate and may not want to be placed in that situation. They may even be afraid of needles, so make sure there is an option proactively offered not to encounter a needle on their tour! Often, people would rather just avoid the situation than have to ask to avoid seeing a needle.
• Make sure you are aware of the legislative schedule in your state as it varies from state to state. Legislative offices may be willing to do tours and such when they are not in session but may have some limitations on policy work.

• It is helpful to think outside of just your state legislature. Potential connections in the governor’s office, mayors, and other local officials can also be great partners and may in time move to the state legislature or even federal office.

• Finding the right person to meet with usually only requires calling your state legislator’s office and asking who works on issues relating to health care. Don’t be surprised if the title of the appropriate individual differs from office to office.

• You can often reach out to elected officials on your own, but it can also be helpful to have a lobbying firm that can set up key meetings.

Your Checklist to Complete

- Designate key state advocacy contacts within your blood center.
- Determine how you will engage additional employees in advocacy activities.
- Develop informational materials about your blood center to distribute at meetings.
- Design a blood center tour program and invite key legislators and other elected officials to attend at least annually.
A key component of your routine state advocacy work should be tracking and monitoring legislation and regulation.

ABC tracks legislation on the federal level but does not provide complete coverage on the state level, making it imperative that you have a process for tracking new legislation and bills moving through the legislative process. Tracking state legislation gives you the opportunity to work with your state legislature to craft bills and avoid potential negative consequences when legislation is introduced that could affect your blood center.

Just like your federal legislators, your state representatives want to do good and don’t want to hurt blood collectors. However, sometimes they don’t understand the science or operational realities of a blood center, and this is where you can help.

At the state level, you can choose how broadly you want to track legislation. Do you want to focus only on bills with a particular focus on blood collectors or more general legislation (e.g., laws around building codes can impact any business)? Figuring out what key words you want to track is an important question.

Sample terms to track may include “Blood, Whole Blood, Plasma, Platelet, Phlebotomist, Sickle Cell, Blood Center, Blood Bank, Blood Donation, and Public Health.”

When selecting search terms, remember a more exhaustive list of terms (and more general terms) make it less likely you will miss a bill. However, a lengthier list will also provide bills that may not apply.

For example, including the search term “blood” will flag bills looking at “blood relatives,” “blood pressure,” “blood alcohol,” and any “blood test,” just to name a few of the unrelated options.

But excluding these general terms means you are more likely to miss something. It may be helpful to look at the laws or regulations in your state that pertain to you to find out what language is used to discuss blood centers.

OPTIONS TO TRACK STATE LEGISLATION.

1. Hire a lobbyist/firm to update you on potential state legislation. Lobbyists can assist in the monitoring of new bills and help identify the potential for bills (good or bad) before they are even introduced.

The downside of this option is that it does come with a cost, though it may not be as much as you think, especially for sustained retention services. Having an established relationship with a lobbyist makes it easier to quickly respond to negative bills and push proactively for bills that advantage your blood center.
2. Utilize a paid software package to conduct a search and track legislation. This option will have a cost (which varies depending on the choice you make). These programs generally offer push notifications and tracking services on key words and bills so you are aware when they are introduced and as they move through the legislative or regulatory process.

Paid programs often have more extensive options and quicker uploading of new information than some of the free online options. You will need to review the products to select the one that best meets your center’s needs.

3. Utilize a free online search tool. Most states have a state website that tends to be relatively up to date. All states will allow you to do a manual search for bills. Some states allow you to automatically search for key words, while others still require a manual search for your key words but allow you to track a bill once you have flagged it of interest.

The ability to automatically search and receive push notifications when action occurs on a specific bill varies from state to state. Included in Appendix A is a list of state websites where you can search for bills and, where applicable, track their progress. You will need to create an account to use the tracking service in your state.

Services such as Fast Democracy offer a free version, which may be ideal for those centers that are monitoring one or two states.

4. There are also some hybrid options like Legiscan.com, which allow you to search for free but will provide notifications and some reports for a small fee ($25 per state).

A “how to” document about the use of Legiscan is attached as Appendix B to this document.

Your Checklist to Complete

☐ Designate a blood center employee for tracking and monitoring state-based legislation and regulation (may or not be the same person as your main advocacy contacts).

☐ Develop a plan to track state legislation. At minimum, sign up for free bill alerts in your state.
RESPONDING TO A BILL OF INTEREST

Now that you have searched for your keywords, what do you do if you find a bill you are interested in engaging on (either in support of or in opposition)?

Step 1: Gather Background Information

- Do you know why the bill was introduced? A good place to start are the websites of the bill sponsors. If this is an area of general interest for the legislator, they may have information on their website about their stance on the issue (and why). When a legislator introduces a bill, they will often put a statement on their website touting their work.

- Is there a back story, can you find out why the bill was introduced? Sometimes the bill is the result of a constituent working with their legislator on the issue or a legislator responding to something that they saw in the news. It can be helpful to search the media for related articles that may help you better understand the “why” behind the bill.

- Online and social media presence of those supporting/opposing the bill may provide a great deal of information on the motivations behind the bill as well.

Special Considerations: Bills that are Unnecessary or Preempted by Federal Law or Rule

Sometimes a bill is either unnecessary (for example, a bill that requires blood centers to test blood for HIV is unnecessary since the Food and Drug Administration (FDA) already mandates this), impossible to implement (a bill that requires a blood center to accept donors that FDA does not allow you to collect from), or is related to a policy at your blood center that they may not understand (for example, not accepting donors with a history of cancer). In these cases, it may simply require reaching out to the legislature(s) with educational resources and a respectful discussion to help them better understand why their bill isn’t needed or cannot become law.

The sooner this sort of education happens in the process, the better. This sort of educational meeting can lead to a bill being quickly pulled by the bill sponsor. If the bill sponsor does not pull or modify the bill, it may then be prudent to reach out to your local legislator in the same legislative body to provide them with the same educational materials as a legislator-to-legislator meeting can be helpful in getting this type of issue fixed. It should be noted that sometimes, instead of pulling a bill outright, the office will modify it to be a “messaging bill.” The form a “messaging bill” takes can differ from state-to-state, but may instead turn into more of a declaration by the state legislature of a disagreement with federal policy.
Step 2: Conduct Outreach

Once you have gathered background information, reach out to the legislator that represents your blood center and/or the bill sponsor(s). A general reminder: this outreach is most effective when you have existing relationships with the legislator, so build relationships in advance of when you think you might need them! If you have legislators or staffers you have already met with, they may be able to help you through the process and give you some insight into who to reach out to in the offices of interest.

Often, simply reaching out for a meeting to provide them with information about the blood collection process and blood supply can be useful as a part of letting them know why you are in support or opposition.

How and when to conduct this outreach isn’t always the same and local knowledge about the process can be invaluable to understand the dynamics of the legislature and any background information.

A state-based lobbyist would be able to provide this sort of information. A lobbyist is not always required, and you may need to use your own judgment to determine when you need to look to outside support to navigate complicated or sensitive politics, perceptions, or other considerations. ABC is happy to discuss the issue with you but does not have the state-specific knowledge of a local lobbyist, and thus cannot provide the state specific information that may be required.

You can schedule a meeting with some lobbyists to discuss the issue and understand what their recommendations would be. Discussions with a few potential lobbyists may help you better understand your options and provide you with some additional information that can help in your ultimate decision making.
Step 3: Additional Actions

Your initial outreach will determine your next course of action. Depending on the situation, the following activities may be of assistance. It is important for centers to determine these on a case-by-case basis, utilizing state-based expertise as needed.

1. **Organize coalition support from third-party stakeholders.** You may be able to connect with other blood centers in your state to support your action. Depending on the legislation, other groups that may be helpful to work with include entities that support the blood supply through drives or other actions, patient groups, physician and hospital organizations, and suppliers. For some specific actions, it may even be helpful to reach outside your state or to a national organization. However, it is always helpful to work with someone with knowledge of your state as sometimes national organizations are not viewed favorably.

2. **Mobilize additional constituents.** Donors are constituents too, and depending on the issue, it may be helpful to include them in your efforts.

3. **Consult ABC.** We are available to assist with letters of support/opposition, testimony, outreach to other national organizations with state chapters, and brainstorming.

4. **Retain an outside lobbyist** if you don’t already have one. Refer to the next page for more information.

5. **Engage the media.** Usually you will not want to take this course unless it’s either a positive development or a last resort to stop negative legislation from advancing.

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**Your Checklist to Complete**

- Conduct basic research to understand what the proposed bill does and why the bill is being introduced.
- Identify priority legislators for outreach.
- Develop a plan for how to move forward with your response on this bill.
- Identify what additional actions may be needed.
There are multiple types of relationships you can have with a lobbyist. Each will have its pros and cons and will come with different cost considerations. Specific costs will not be discussed here as they will vary dramatically from state-to-state and based on the scope of the relationship.

**Retainer:** You can have a lobbyist on retainer, meaning you pay some amount for them to be available if you should need them. The cost varies from place to place for this sort of relationship, and what exactly is included will also vary.

For example, some will do a certain amount of monitoring of state actions for you and come to you when they think something may warrant action, but others will not and will only act when you come to them. The cost will depend on the type of services expected, how frequently they will be utilized, and any work you intend to do with them up front to educate them about the blood supply.

If they do not have experience with the blood supply, you will want to make sure they have a thorough understanding of the work you do and how you fit into the state legal and regulatory framework. Often there will be a cost associated with that sort of prep work for their staff to gain familiarity with your organization.

**A regular ongoing relationship:** This type of lobbyist will provide monitoring of legislative and perhaps regulatory actions at the state level. They will also generally suggest and help set up educational meetings with legislators. Whether they participate or help you prepare for those meetings will depend on your agreement with them.

You will want to ask questions to understand what relationships they have in the state legislature (some focus on just one political party, or particular committees) and make sure that meets your needs. This type of lobbyist is a collaborator, not generally someone you turn over all your state work to.

You want to make sure you and your center are known entities in your capitol, so conducting meetings instead of just outsourcing to your lobbyist is important. But their relationships can be helpful in getting the meetings scheduled and in making sure you are meeting with the right people for your issues.

This type of lobbyist will often also work on specific issues, but you will want to check in with them on that since some lobbyists won’t necessarily have the capacity to do so. If they do not, you will want to know what they can do to help you find and prepare someone should a specific issue require more concerted efforts.
If you are working with a firm, it's also helpful to ask about who you will directly work with, and how work is spread among others at the firm. Note that often the person you work with when they are bringing you in as a client is not the same person who does the bulk of the work (and this can be ok or even a benefit), you just don’t want to be surprised when you don’t see the senior partner that brought you in as a client after you sign on the dotted line.

A relationship to work on a specific issue or bill: This is often the most expensive type of lobbying relationship because it requires the most work, does not provide an ongoing source of income for the lobbyist, and requires a lot of work to even get them up to speed on your issue and industry (often on a tight timeframe).

Sometimes after you have worked with a lobbyist on a specific issue they will remain in touch. They may seek to drum up future business from you, which can involve them doing some amount of issue tracking for you. While this can be helpful, we would caution against relying on them as your sole source of issue tracking as they are likely to be tracking when they are in need of business and will not provide the wholistic coverage you may desire. But it can be a good backup and provide some helpful information.

You can schedule a meeting with some lobbyists to discuss the issue and understand what their recommendations would be. Discussions with a few potential lobbyists may help you better understand your options and provide you with some additional information that can help in your ultimate decision making.

Key questions to consider in determining whether to hire a lobbyist:

- Is the issue sensitive? How will your blood center’s efforts look from the outside?
- Does the issue require a more comprehensive effort at your blood center, such as a public relations strategy?
- Is it a response to something your center did or that happened at your center?
- Are there political considerations? Is there a larger issue at play that you need to consider? For example, vaccinated blood bills may masquerade as directed donation bills, but are actually about larger political considerations relating to COVID and how it was handled in the country, state, or local area. Navigating these larger issues adds an additional layer of complexity when deciding if and how to weigh in on an issue.
HIRING A STATE-BASED LOBBYIST OR LOBBYING FIRM

Items to Consider Before Hiring a Lobbyist:

- What are your expectations for the relationship and their performance?
- What do you anticipate will be the ongoing relationship?
- What is the lobbyist’s style and approach and how does that work with your expectations?
- Who will handle working on your issue? Sometimes a known political figure will bring in the clients and not handle the actual work. In assessing fit, it’s always good to see who it is you will actually be working with (and if there is a process for utilizing the skills, experience, and relationships of those more senior folks).
- What is the specialty or skillset of the lobbyist or firm?
- What are your goals in hiring the lobbyist?

What services do you want/need from the lobbyist:

- Monitoring legislation.
- Experience in specific areas: not only the blood supply and health care but also whether you need someone with experience in appropriations or state funding, tax issues, etc.
- Help in crafting your message, both for the legislature and outside groups.
- Do you want to utilize your donor base or patient population in helping in your efforts? If so, it may be helpful to look for a firm that provides assistance with grassroots efforts.
- Do you want a firm that offers broader services such as legal, public relations, regulatory, assisting with securing grants, or other government funding opportunities, etc.?
- How long are you expecting this relationship to continue?
- What are your expectations in terms of at the capitol lobbying time versus calls and emails or social media? While no specific amount of time or division of time is necessarily best, it’s helpful to understand their approach.
• What is their approach to getting up to speed on your issue and how is that charged? Some expect to meet with your staff to get up to speed, so make sure you understand what is expected from your staff. On the other hand, you don’t want them to learn about your industry by spending hours google searching about the blood supply (this can be both expensive and ineffective).

• How do they bill? Make sure everyone is on the same page about what the cost will be and how it may change.

Finding a Lobbyist:

As with other professional services, it’s always helpful to get referrals. Consider tapping your blood center’s board for referrals, which could provide an added layer of vetting. Often, your general counsel or law firm will have recommendations (some law firms may have in-house lobbyists).

You can also ask other professional contacts in similar businesses for recommendations. If there is time, it can often be helpful to meet with a couple of lobbyists/firms before hiring them to make sure you feel they are a good fit for the scope of work and the type of approach you are interested in.

If you don’t have any referrals, or you want to meet with additional firms, it may be helpful to search for firms that state they have experience working with the committee your issue(s) are before (or likely to come before). Finding a firm with specific blood center experience is unlikely, but having subject matter experience in the topic at hand may be helpful (i.e., if you are working on a tax provision, it may be less important that they have health care experience than that they have tax experience).

Many of the same principles apply to state-based advocacy as apply at the federal level. For more information on best practices for contacting legislators, conducting meetings, and more, download ABC’s Federal Grassroots Handbook.
APPENDIX A: STATE BY STATE BILL SEARCH AND BILL TRACKING LINKS (WHERE APPLICABLE)

Alabama: https://alison.legislature.state.al.us/bill-search

Alaska: https://www.akleg.gov/basis/Home/BillsandLaws, or register at https://www.akleg.gov/basis/btmf_login.asp for more tracking capabilities

Arizona: https://www.azleg.gov/bills/

Arkansas: https://www.arkleg.state.ar.us/Bills/Search, or for personalized bill tracking register at https://www.arkleg.state.ar.us/Bills/TrackingLogin

California: https://leginfo.legislature.ca.gov/, or for greater tracking capability https://leginfo.legislature.ca.gov/faces/loginClient.xhtml?destPage=billTrackingList.xhtml

Colorado: https://leg.colorado.gov/bills


Delaware: https://legis.delaware.gov/HowToSearch/BillSearch, and for notifications register at https://denotificationservices.bbcportal.com/


Georgia: https://www.legis.ga.gov/search

Hawaii: https://www.capitol.hawaii.gov/

Idaho: https://lso.legislature.idaho.gov/MyBillTracker/Login_input.do (requires creating a free login)


Indiana: https://iga.in.gov/

Iowa: https://www.legis.iowa.gov/legislation/billTracking, for tracking sign up at https://www.legis.iowa.gov/portal/subscriptions

Kansas: http://www.kslegislature.org/192/
Appendix A: State by State Bill Search and Bill Tracking Links (Where Applicable)

Kentucky:
https://legislature.ky.gov/Legislation/Pages/default.aspx, and for bill watch service

Louisiana:
https://www.legis.la.gov/legis/BillSearch.aspx?sid=last, and for My Legis bill tracking
https://www.legis.la.gov/legis/MyLegis.aspx

Maine:
https://legislature.maine.gov/LawMakerWeb/search.asp, and also has listservs for various categories you can sign up for at https://lists.legislature.maine.gov/sympa/

Maryland:
https://mgaleg.maryland.gov/mgawebsite, info on creating an account at https://mgaleg.maryland.gov/mgawebsite/Account/Register/Tracking

Massachusetts:
https://malegislature.gov/Bills, and register to track at https://malegislature.gov/MyLegislature/About

Michigan:

Minnesota:

Mississippi:
http://www.legislature.ms.gov/legislation/

Missouri:
https://house.mo.gov/billcentral.aspx, there is a bill reporting system for the Senate but there does not appear to be one for the House https://www.senate.mo.gov/BRS_Wd/login.aspx

Montana:

Nebraska:
https://nebrakalegislature.gov/bills/intro.php there are bill tracking options, including a free or premium option https://www.nebraska.gov/billtracker/

Nevada:
https://www.leg.state.nv.us/App/Authenticate/Account/Register, requires registration to access their bill tracking service

New Hampshire:
https://www.gencourt.state.nh.us/
APPENDIX A: STATE BY STATE BILL SEARCH AND BILL TRACKING LINKS (WHERE APPLICABLE)

Tennessee: https://wapp.capitol.tn.gov/apps/mybills/Login.aspx

Texas: https://capitol.texas.gov/billlookup/billnumber.aspx

Utah: https://le.utah.gov/bills/bills_By_Session.jsp, with tracking at https://le.utah.gov/tracking/trackingLogin

Vermont: https://legislature.vermont.gov/bill/search/2024

Virginia: https://lis.virginia.gov/cgi-bin/legp604.exe?231+men+SRB
https://lis.virginia.gov/231/noc/uu025765.HTM


Wisconsin: https://notify.legis.wisconsin.gov/login?
ReturnUrl=%2f

Wyoming: https://wyoleg.gov/Legislation/search
The initial login provides you the option to sign in for a free account or to examine the paid options.

Once on the website you can start searching for key terms.

You will need to do this for each state you are looking to track, but through the paid version, you can set up alerts. This is the time to think through the terms that are important to your center.
APPENDIX B: HOW TO USE LEGISCAN TO TRACK STATE LEGISLATION

By clicking on the bill, you will see more details, including a summary (if available) or the bill text. You can then decide to track the bill as Support/Oppose/Watch. If you decide to “watch the bill,” email alerts will be sent to you when the bill moves in the process.
You can then click on the tab and see a full listing of all of your monitored bills. The last column shows you the last action, where the bill sits, which committee, and upcoming hearings.

You can then have a separate alert for your key terms that is emailed out to you. The free version has limited alerts so you may have to upgrade depending on how many you need.
About America's Blood Centers

America’s Blood Centers is the national organization bringing together community-based, independent blood centers. Its member organizations operate more than 600 blood collection sites providing close to 60 percent of the U.S., and a quarter of the Canadian, blood supply. These blood centers serve more than 150 million people and provide blood products and services to more than 3,500 hospitals and healthcare facilities across North America. All ABC U.S. members are licensed and regulated by the U.S. Food and Drug Administration.