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We want to hear from you!

- Ask a Question via the Chat box.
- Share “Ahas” on Twitter [@forwardci](https://twitter.com/forwardci)
- Technical assistance via Chat box

The recording and presentation will be made available to all registrants on our website following today’s presentation.
We will send a follow up message to everyone with this link.



Samira Salem

Director, Social Innovation
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Development

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SUCCESSFUL ADVOCACY! HOW TO MAKE A DIFFERENCE ON A LOCAL AND STATE LEVEL



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Today's Goals:

- How to get started as an organization:
 - WHAT is political advocacy?
 - WHO can advocate?
 - WHY do you want to advocate?
 - WHAT to advocate?

- Advocating on a Local Level vs. State Level
 - WHAT is the difference?
 - HOW can you successfully do both?
 - WHO can help us succeed?

WHAT is Advocacy?

- Adding your Voice to the LEGISLATIVE PROCESS
- Expressing Support or Opposition
- Many different ways to advocate:
 - holding a press conference
 - contacting elected leaders
 - testifying at a hearing
 - writing letter
 - asking your supporters and/or constituents to get involved



Poll Question:

Do you currently do Advocacy Work?

- 1) Yes, we have an advocacy/ policy employee who is a registered lobbyist
- 2) Yes, this is part of the workload of a full-time or part time employee
- 3) Yes, but it is not anyone's assigned job duty (done if we get to it)
- 4) Isn't that what our CEO/ Director/ President is supposed to do?
- 5) No

Poll Question:

What type of Organization are you?

- 1) For profit
- 2) Nonprofit
- 3) Governmental
- 4) Mix/ Other

WHO Can Advocate?

- YOU Can!

As long as you are **not endorsing a specific candidate**, individuals and organizations can lobby on issues

- Your Clients, your Board Members, your Staff, the Public
- Some State and Local Government Requirements

WHY Advocate?

- To Advance your Organization's Mission!
- Make UPSTREAM Changes to the issues you work on
- Make Permanent Changes— legislation lasts long(er)
- Educate Government and Elected Leaders
- Empower your Community of Supporters, Staff, and Constituents

WHAT will you Advocate?



What is your expertise?

What can elected leaders learn from you?

Developing Your Advocacy Agenda

- What is your Mission?
- Meet with your Team and Ask Them:
“If you could change a policy, or add a policy, that would improve the impact your work and support your clients, what would it be?”
- What are broader issues that impact your clients
- Ask your clients, your supporters, your board

- RESULT! Can have Different Versions

Working with Partners

- Allows you to become BROADER than your level of expertise
 - But stops you from interfering with progress on other issues
- Support other Organizations = They Support You
- Provide People
- Provide Legitimacy, Respect
- Educate and Empower your Clients and Supporters

What Kind of Advocacy: Proactive vs. Reactive

- Reactive:
 - Supporting Good Bills to ensure they pass
 - Opposing Bad Bills to stop them from passing
 - (with some nuance)

- Proactive: Help Create Legislation
 - Takes some Time and Money
 - Takes Initiative and Research
 - Best Use of your Expertise ****

Questions?

??????????

- Next ... HOW to Advocate on State and Local Level

I ♥ GOVERNMENT

- Know the Structure
- Don't be Discouraged
- Watch out for Politics

GLORY OF LOCAL GOVERNMENT

- Direct Contact with them
- Want your Input
- More Responsive
- Public Meetings where you Live
- Public Meetings usually after Work Hours
- Outreach can make a Difference

Challenges of Local Government

- Scope is Specific
- Night Meetings, not during the day
- Small Staff = Small Research Ability

HOW to Advocate: Local Government

- Contact and Speak with your elected officials personally (they usually have time for coffee)
- Propose Legislation / Propose Solutions to Your Problems
- Public Meetings Aren't All the Same— committee level vs. full board
- A Few People make a Huge Difference
- Use all your Options— More Bang for your Buck
 - read local news in local paper, even for Madison
 - organize supporters

Benefits of State Advocacy

- Broader Issues
- Bigger Population Reach = Bigger impact
- More Conversations / More News Coverage = More Public Interest

Challenges of State Advocacy

- It's Political– 17 year olds example
- Meet with Staff
- Where are you From? (aka “Your Representative is not in Charge”)
- You're not a Real Person (for now)
- Moving fast!

HOW to Advocate: State Government

- Laying the Groundwork for the Future– the Heart of Proactive
- Develop Individual Relationships
- COALITION POWER!
Dane County vs. Coalition of Statewide Groups
- Use your People– get them involved
- Time: Staff person or outside consultant to do this work is helpful

ANY Questions?

??????????

Thank you!

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THANK YOU!

FOR MORE INFORMATION PLEASE VISIT

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