

events children
family caregivers suburban poverty
behavioral health community asset
after school early childhood
able population effective organization
capacity-building health access
migrants & refugees learning
workforce veterans
community health assessment
organizations workforce effective
adverse childhood experiences care
networking childhood behavioral
community leadership childhood vulnera
poverty children & families family
health prevention recent military
asset early

Jefferson
 Regional
 Foundation

The logo for Jefferson Community Collaborative features a stylized graphic of orange and yellow dots of varying sizes arranged in a circular pattern to the left of the word "jefferson" in a bold, lowercase, sans-serif font. Below "jefferson" is the text "COMMUNITY • COLLABORATIVE" in a smaller, uppercase, sans-serif font, with a small orange dot separating the two words.

This session is being recorded.

JEFFERSON SPRING 2020 VIRTUAL FORUM

The Power of Nonprofit Voices: Advocacy & Civic Engagement Planning

Kelleigh Boland

**Director of Grantmaking & Strategy
Jefferson Regional Foundation**



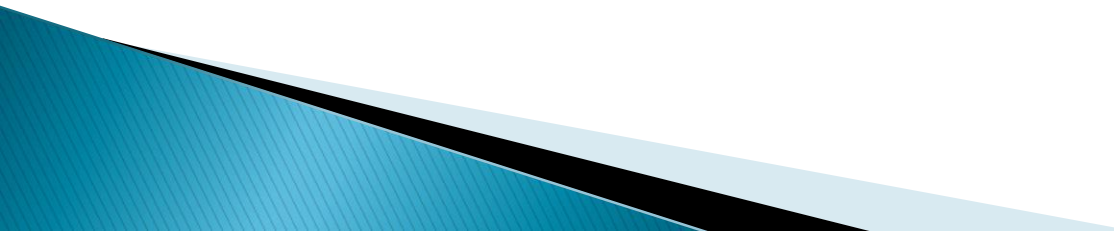
How to Participate Today

- **Participants will be automatically muted – please remain muted throughout the call**
- **Ask questions/make comments at any point using the chat box on your screen**
 - we will answer as many as possible
 - Moderation & Tech Support will be provided by Jefferson Regional Foundation Program Associate, Colleen Cadman

Presentation by
Dave Coplan, Executive Director
Human Services Center
Director – Mon Valley Providers Council
412-829-7112
dcoplan@hsc-mvpc.org


Effective Strategies for Nonprofit Engagement in **Advocacy (Crash Course)**

Today's Overview

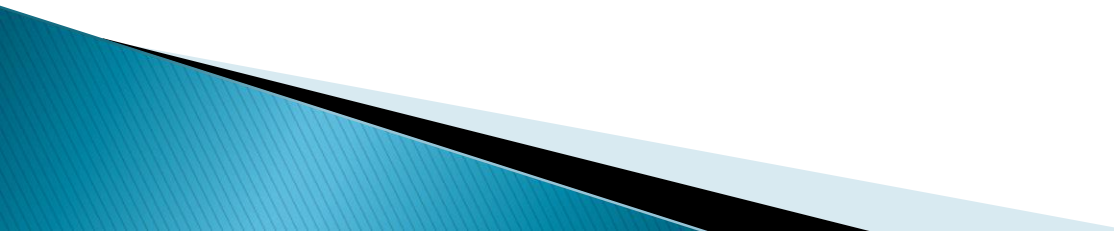
- Explanation of advocacy and nonprofit role
 - Developing an advocacy plan
 - The Role of Civic Engagement
 - Helpful Strategies
 - Current Advocacy Priorities
- 

Advocacy/Civic Engagement Snapshot Poll

Some Opening Thoughts

- Advocacy and Lobbying is progressive best practice
 - Work of THE best agencies
 - Not all of your staff are allowed
 - Not all of your staff are best suited to engage elected officials or other key stakeholders
 - **An advocacy plan is a first step!**
 - National Council Sept 2019 – 3%!!!!
 - The Advocacy and Lobbying Handbook – Marcia Avner (approx. \$25)
- 

Why many nonprofits are not doing advocacy?

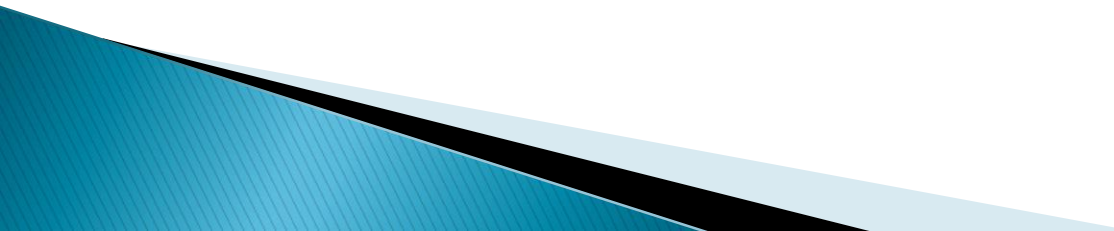
- ▶ Ignorance of the laws
 - ▶ Intimidated by the idea
 - ▶ Lack of understanding of the process
 - ▶ Embarrassed to admit our shortcomings
 - ▶ Afraid we will get in trouble (and you can and may if you do not follow all of the laws – more on this next session)
 - ▶ Fear of losing government funding
- 

Consider This.....

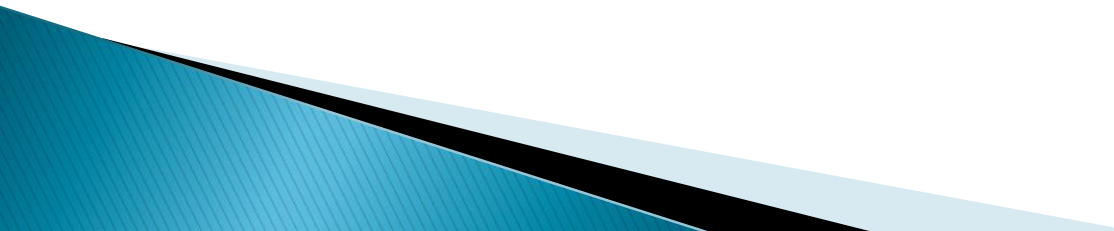
If you are not at the table, you are likely on the menu...




Advocacy

- ▶ A broad umbrella encompassing many different types of activities that promote public awareness and policy change.
 - ▶ Advocacy includes:
 1. Rallies
 2. **Educating on an issue**
 3. Litigating
 4. Testifying
 5. Informal meet and greet
- 

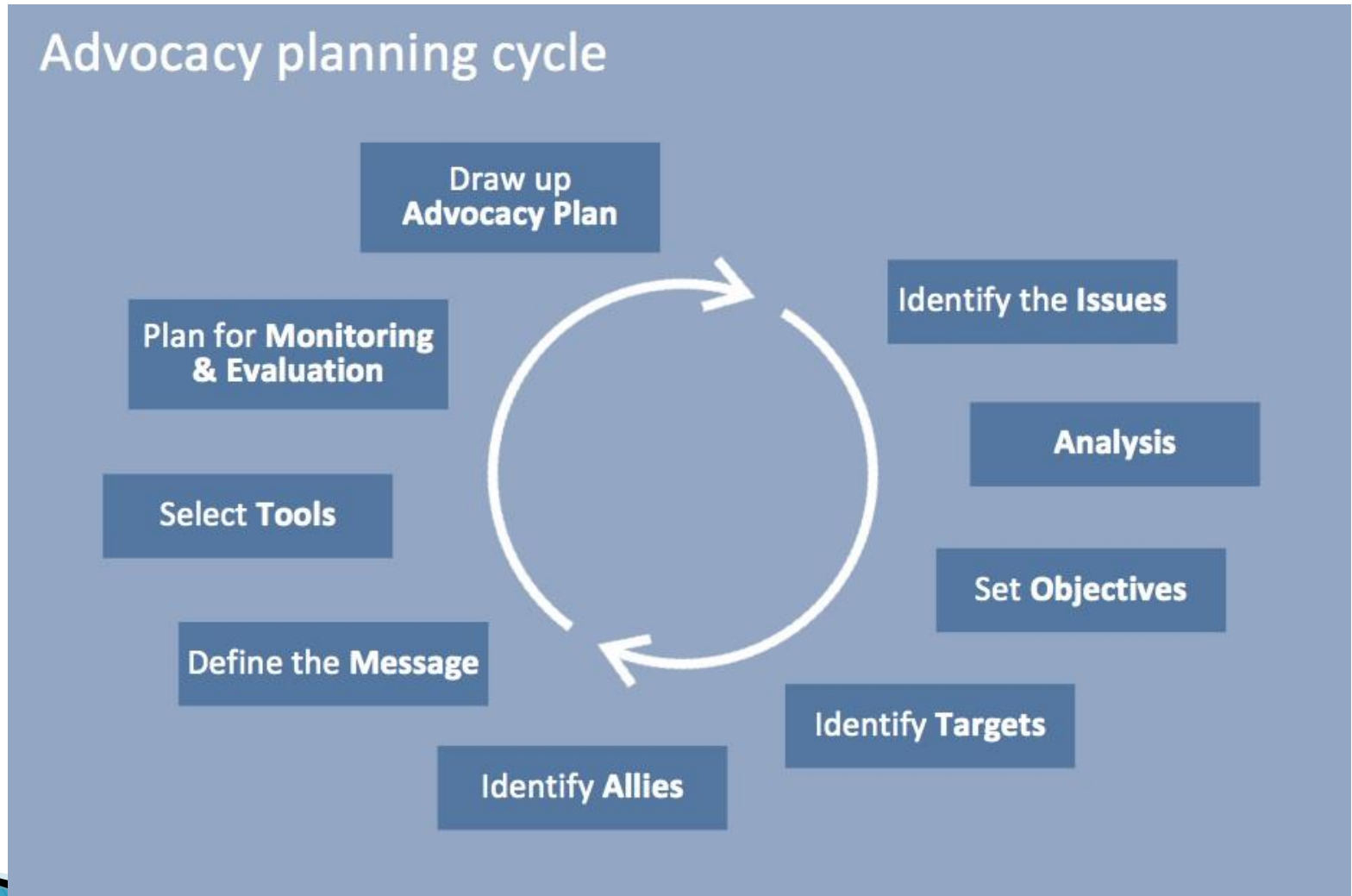
What is at stake?

- ▶ Legislative opinion
 - ▶ Government funding
 - ▶ Public opinion
 - ▶ Leveraged dollars
 - ▶ Services to people
 - ▶ All of these
- 

Why Advocacy?

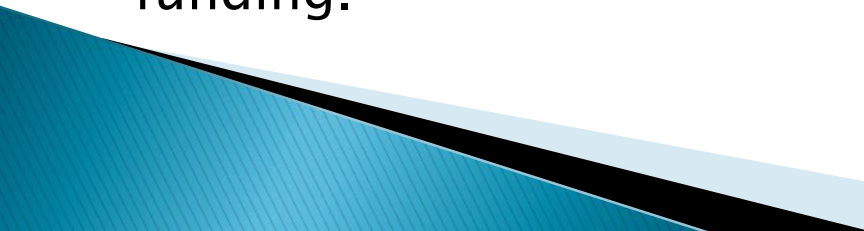
- ▶ In the book *Forces for Good: The Six Practices of High-Impact Nonprofits*, Leslie Crutchfield and Heather McLeod Grant identify advocacy as one of the six practices associated with high-impact nonprofits.
- 

Advocacy Cycle

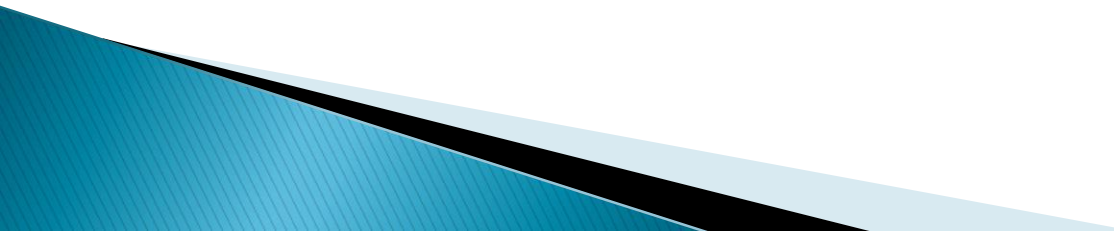


Develop An Advocacy Plan

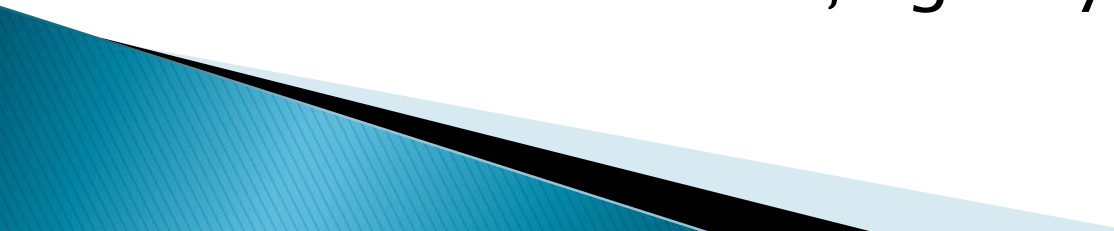
Human Services Center Corporation Advocacy Plan (as of xxx date)

- ▶ Consistent with its mission, the HSCC Board of Directors and management recognize the need for advocacy and lobbying efforts to have the greatest impact on the quality of life in the Mon Valley. It is the policy of the Human Services Center to make advocacy an integral part of what we do to meet our mission. In order to most effectively fulfill this mission, the following Advocacy Plan has been developed.
 - ▶ *Criteria for Public Policy*
 - ▶ The Human Services Center may take positions on public policy issues that fulfill one or more of these basic criteria:
 - ▶ The issue affects Human Services Center's ability to work effectively toward our mission.
 - ▶ The issue affects Human Services Center's clients, program participants, tenant and/or Mon Valley Providers Council member agencies.
 - ▶ The issue affects Human Services Center's status, operations, or funding.
- 

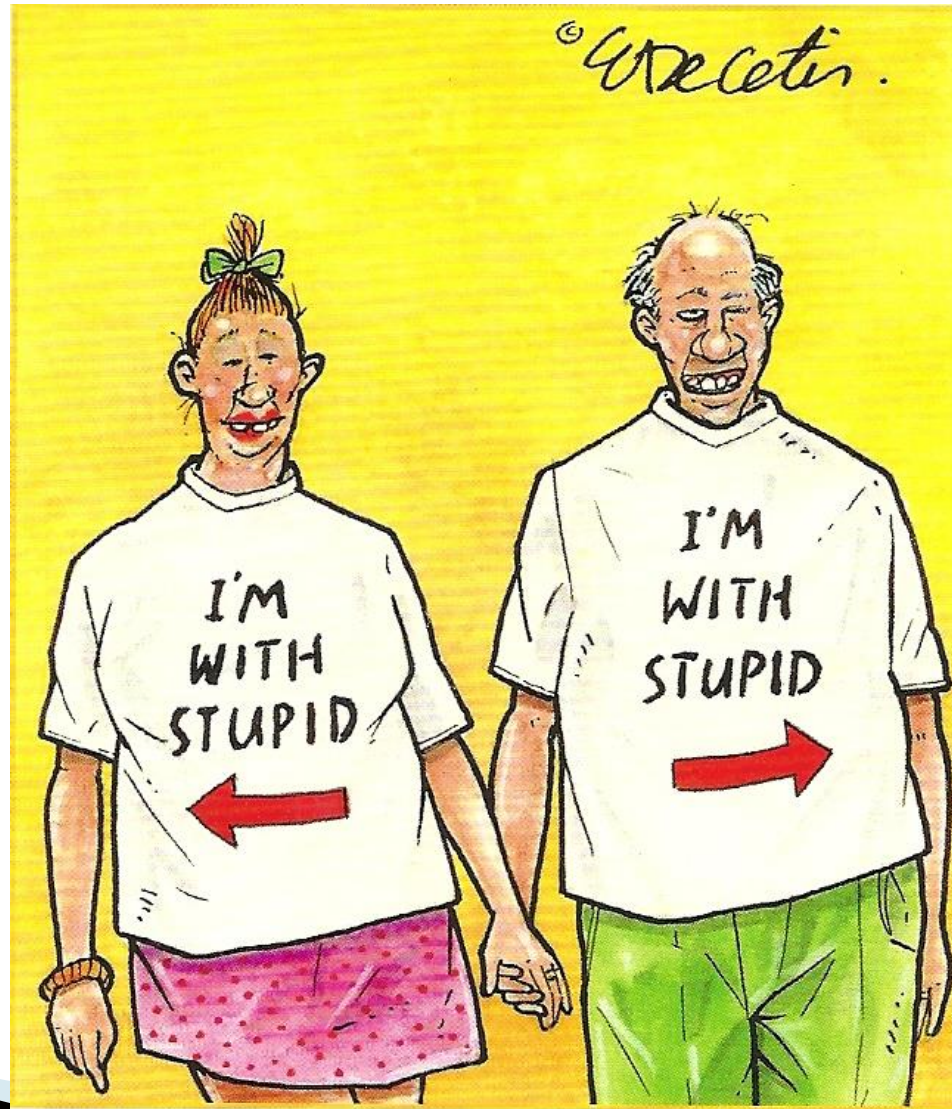
More about the plan

- ▶ Levels – policy, regs,\$, voter engagement, community engagement
 - ▶ Who can serve on our committee or do this work from our team?
 - ▶ Who can make what decisions?
 - ▶ Who are the targets of our efforts?
 - ▶ What are the coalitions or partners with which we work?
 - ▶ When are we engaged?
 - ▶ What are the priorities (federal, state, local)?
 - ▶ How do we know if we have been successful?
- 


As Good as Our Information

- ▶ Nonprofits have often made advocacy decisions without all of the information
 - ▶ Taking action without knowing the details results in actions that do not often achieve the intended results
 - ▶ Meetings with legislators without all of the information can be damaging
 - ▶ Unintended consequences of ill-constructed efforts
 - ▶ Reputational damage – agency and individual
 - ▶ At risk – our issue, agency, and individual
- 

Do your homework!



What do we need to know?

- ▶ Voting records of legislators
 - ▶ Position of the legislator on past and current issues, bills, and budget votes
 - ▶ Who sponsored the bill
 - ▶ Where the bill is in the process
 - ▶ Who is on the committee and where do they stand on the bill or issue
 - ▶ Who is on our side vs. the other side (their position)
 - ▶ What affects a legislator on the issue
- 

Where to get your info?

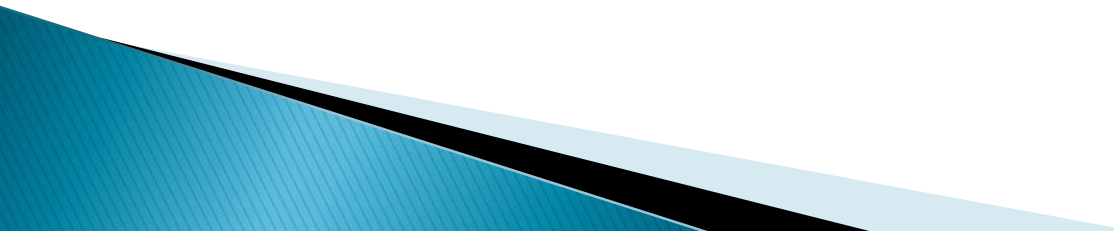
<http://www.pasen.gov>

<http://www.house.state.pa.us>

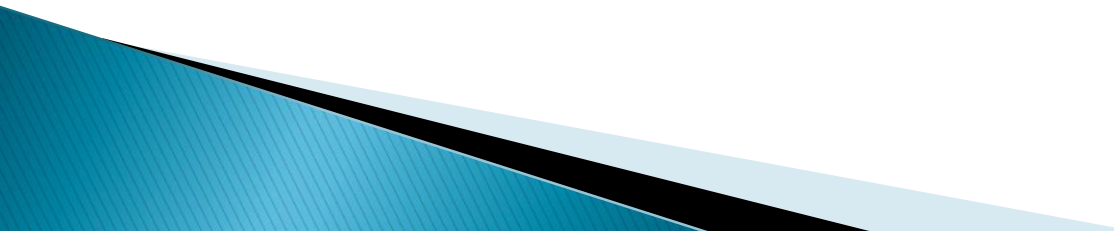
Federal sites too, but also...

- ▶ www.legiscan.com
- ▶ www.followthemoney.org
- ▶ www.councilofnonprofits.org/policy


Building Political Capital through Voter Engagement: Nonprofit Voter Engagement Network – www.nonprofitvote.org

- ▶ Register people to vote
 - ▶ Distribute nonpartisan materials
 - ▶ Sponsor nonpartisan candidate forums
 - ▶ Help new voters understand elections and the voting process
 - ▶ Provide briefings to all candidates
 - ▶ Encourage and help people get to the polls on election day
- 

Voter Engagement Activities

- ▶ Register to Vote → NVRA
 - ▶ Educate on the funding of your programs
 - ▶ Encourage to vote – pledge to vote
 - ▶ Calls, post cards, letters to encourage to vote
 - ▶ Tracking
 - ▶ 22% vs. ___%?
 - ▶ Influence with legislators
 - ▶ When taking a consumer to visit...
- 

Census Outreach

- ▶ Critical to our sector – what is at stake: \$ for agencies, benefits for individuals, and representation
 - ▶ All nonprofits are allowed to do outreach
 - ▶ Make it a priority NOW and every 10 years
 - ▶ Develop a plan of activities – who is responsible, when, where, etc
 - ▶ Take the long view – this is a **PRIORITY NOW** and every time there is a census!!!!
 - ▶ And it should be a part of an advocacy plan
- 

Jefferson Counts

Civic Engagement Resources

2020 Census Outreach

Core Message: Want to invest in your community's future? It has never been easier to respond to the Census without leaving your house! Complete your 2020 Census form today on paper, by phone, or online at my2020census.gov
#JeffersonCounts

Fliers, toolkits, additional messaging and other resources available at
www.jeffersonrf.org/2020Census

Jefferson Counts Monthly Community Census Planning Meeting
May 21st 9:00-10:30 am
[Register Here](#)

Voter Engagement

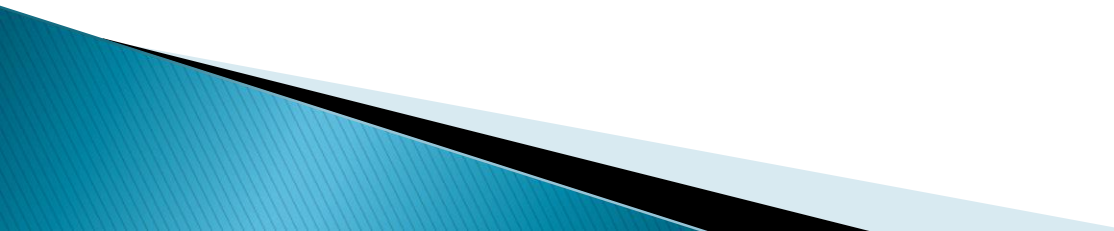
Core Message: Pennsylvania's Primary Election is on June 2, 2020. Community Members have until May 18 to update your voter registration and May 26 to apply for a mail-in or absentee ballot. Go to www.votespa.com to get started! #JeffersonCounts



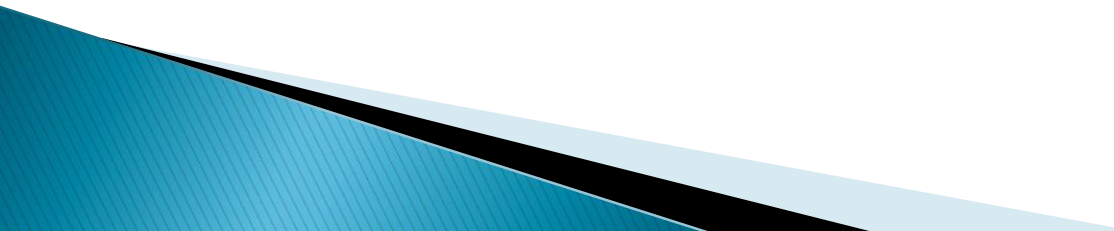
Effective Advocacy

Source Engineering the Law Materials Adapted by Mon Valley Providers Council

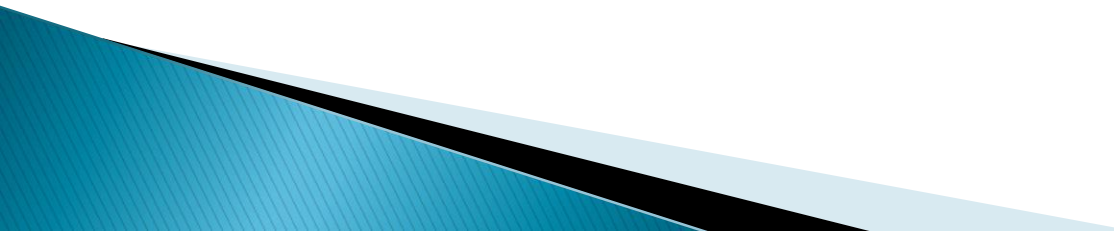
Requires knowing

1. Lawmakers are not there for you
 2. You are there for them
 3. Lawmakers are your customers
 4. Each customer's needs
 5. How to meet those needs
 6. Customers buy to meet their needs, not yours
- 

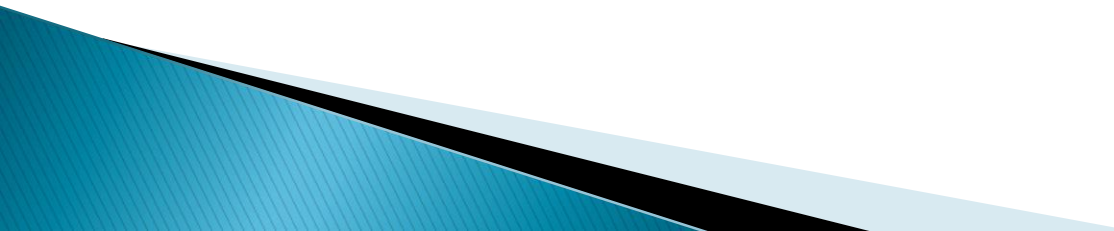
Advocacy is a sale! “educating”

- ▶ The best time is when you do not need anything.
 - ▶ Effectiveness can be measured by winning the votes or funding.
 - ▶ Always work to make the legislator feel good so they remember you in a positive light.
 - ▶ Only 10% to 20% of legislators are meaningful to getting a bill passed.
- 

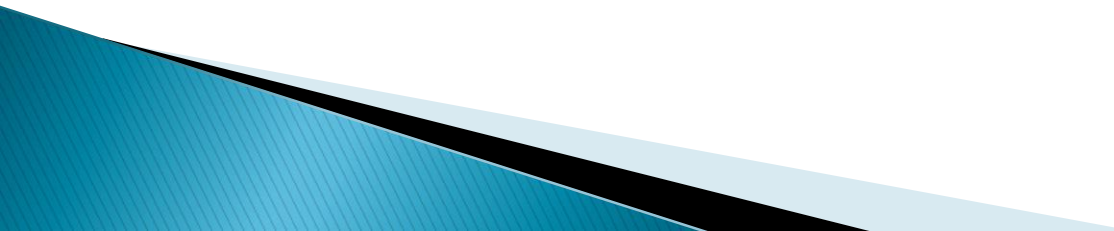
Campaign and Trust

- ▶ The strategy is campaign based: a series of aggressive planned events to maximize your chance of making the sale.
 - ▶ Your strategy must be based on trust:
 1. Honesty
 2. Accuracy
 3. Credibility
- 

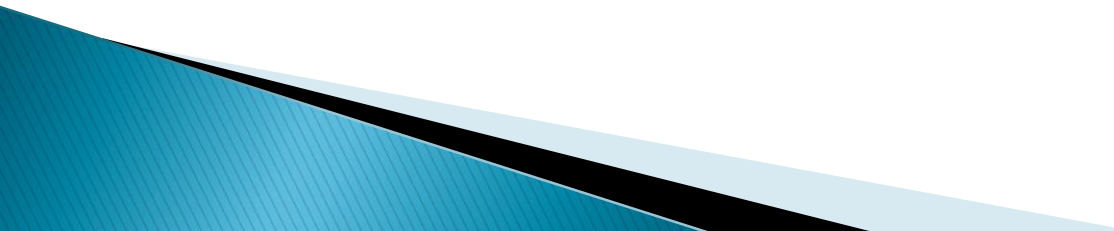
Unwritten and Unspoken Rules

- ▶ In politics you have your friends and your word...if you go back on either, you are finished.
 - ▶ Understanding where your opposition is on your issue is essential to giving an honest sale to the legislator.
 - ▶ It is implied: you help me and I will help you....examples.
- 

Be Focused

- ▶ Select the few bills that matter most
 - ▶ The U.S. average is 18% of bills become laws
 - ▶ Use a team approach
 - ▶ Align with those who share your concerns
 - ▶ Understand the opposition position
- 

Staff

- ▶ There are no unimportant staff
 - ▶ You may not need a staffer's support but you cannot afford her/his opposition
 - ▶ Build relationships with them
 - ▶ Most times staff are more important to you than lawmakers
 - ▶ Staff can mean the differences between success and failure
- 

You Must Know

1. How an idea becomes law
2. Committee(s) of jurisdiction
3. Critical dates
4. Majority and minority parties
5. Chamber leaders
6. Relevant chamber rules

It is all available on-line!



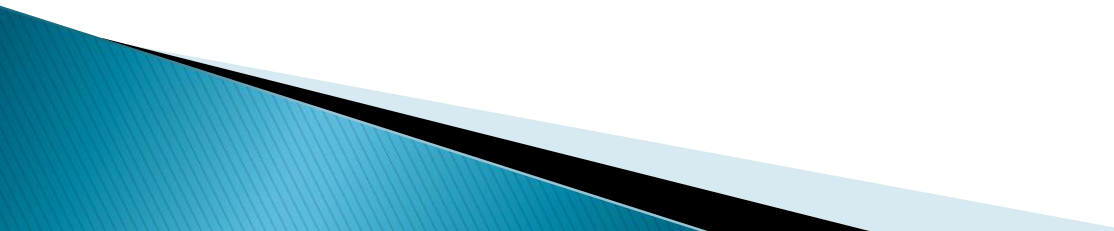
Irrelevant Lawmakers

- ▶ **80–90 percent of the legislature is irrelevant to your success or failure**

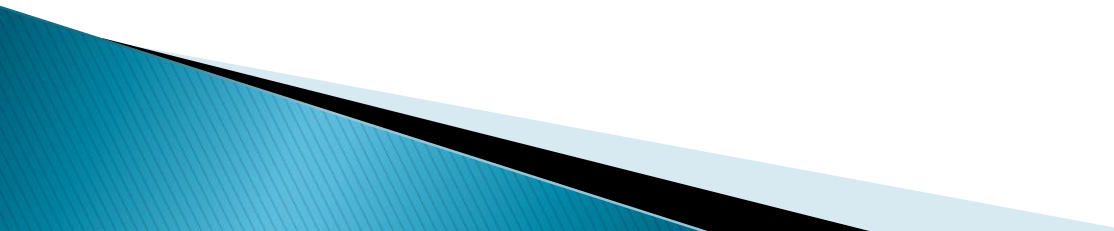
Relevant Lawmakers

- ▶ They are found on relevant committees, starting with committee of first reference.

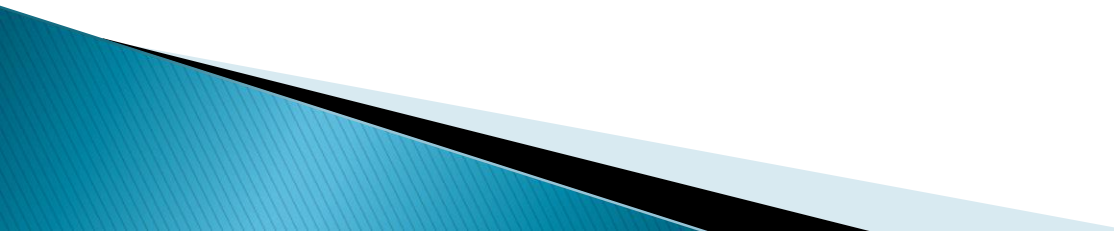
Skyrocketing Probabilities

- ▶ Chambers follow 90+% of committee recommendations.
 - ▶ Bills are almost never killed on the chamber floor.
 - ▶ A favorable committee report skyrockets chances of enactment.
- 

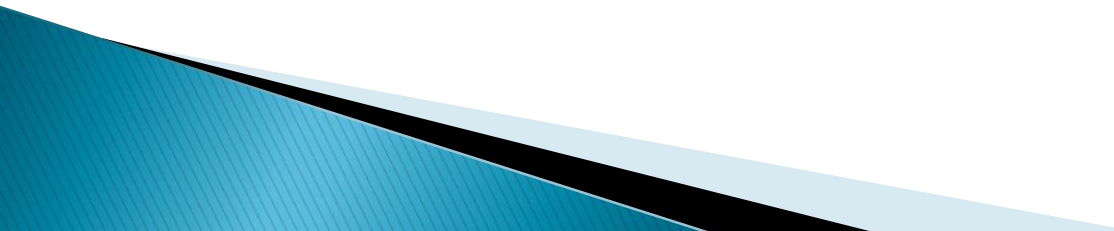
PA Senate Example

- ▶ There are 50 PA Senators
 - ▶ Approximate committee size is about 9
 - ▶ We need five of those nine to help move our bill from committee to the floor
 - ▶ Focus must be on the power-brokers
 - ▶ Going to “the hill” is a feel-good trip, but getting to the power-brokers is where the job gets done
- 

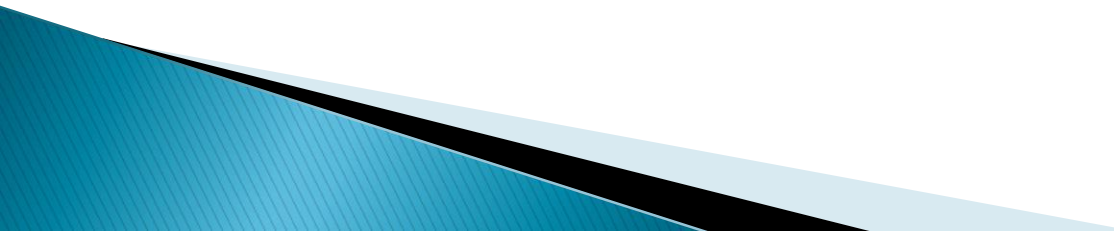
Committee Process

- ▶ The Committee Chair has absolute power and does not even have to bring up our bill
 - ▶ If you work on writing the bill, do so narrowly to keep it in one committee
 - ▶ The calendar or rules committee schedules the vote on the floor once a bill leaves a committee
 - ▶ Try to win in committee unless time expires
 - ▶ Each session – new bills, new #s
- 

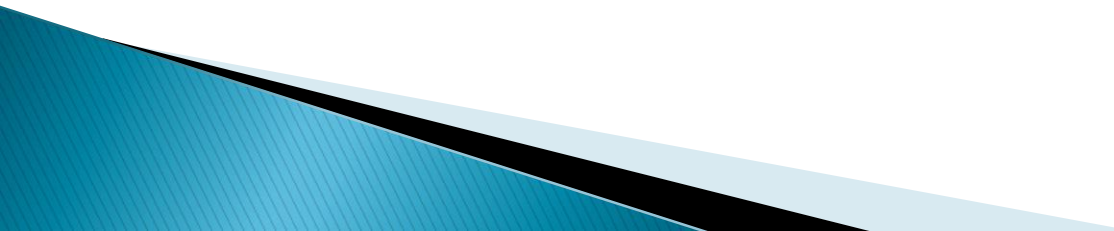
Getting Lawmakers' Support

- ▶ Rests on their individual political calculus
 - ▶ You must show those few that matter it is in her or his best interest to support you
 - ▶ You meet lawmakers' legislative needs and they will meet yours
 - ▶ Advocacy is motivating a few lawmakers to partner with you....sometimes called the “dance of seduction”
- 

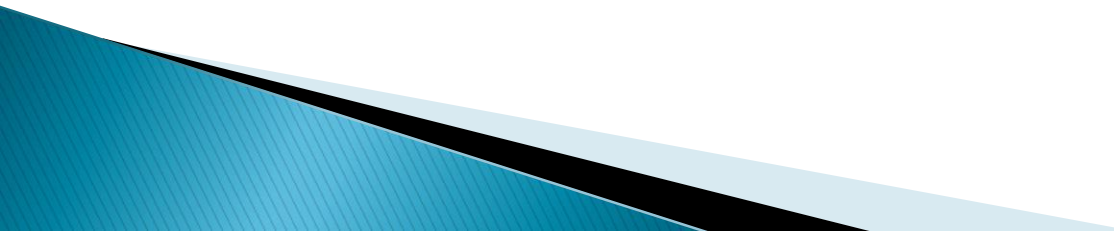
Understand the Lawmaker

- ▶ Find out the lawmaker's motivations
 - ▶ Understand the pressures on her or him
 - ▶ Determine what will ensure the vote for your bill
 - ▶ Why would a targeted lawmaker give me her or his vote?
- 

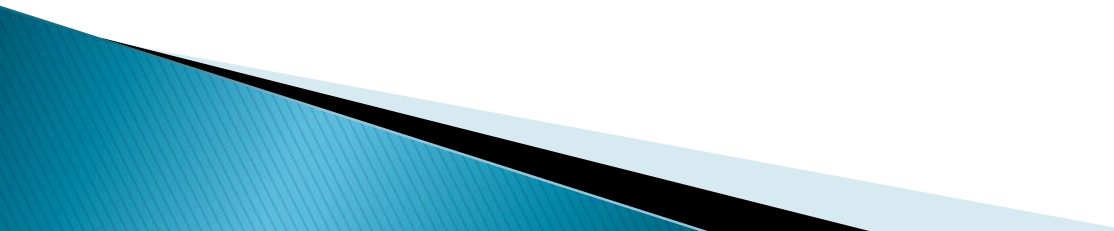
Expect Lawmakers and Staff

- ▶ Know little about you
 - ▶ Know less about your issue
 - ▶ Do not know your issue's politics
 - ▶ Time and attention are consumed
 - ▶ Will not learn your issue
 - ▶ Have to be motivated
 - ▶ Will listen for a few moments
- 

Presentations

- ▶ Have a 10 minute presentation
 - ▶ Have a 3 minute presentation
 - ▶ You will use them both and rarely control which will be called upon when
- 

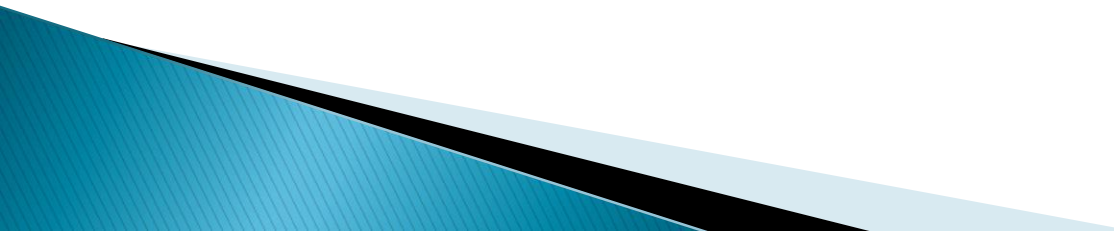
Ways to Tell the Story

- ▶ Less face-to-face meetings
 - ▶ = more electronic means
 - ▶ Social Media, Virtual Meetings, Website, Videos – concerted plans
 - ▶ Emails and reaching key staff
 - ▶ If you have relationships, nurture them
 - ▶ If you need to meet folks, start NOW
- 

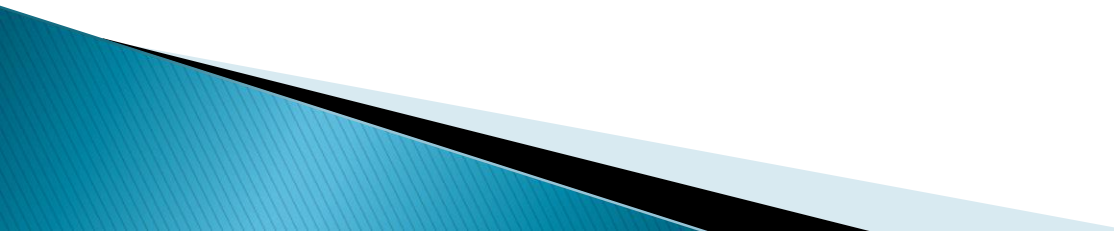
**For organizations already
engaging in advocacy/civic
engagement, what's your
current focus?**

Send your responses through the chat!

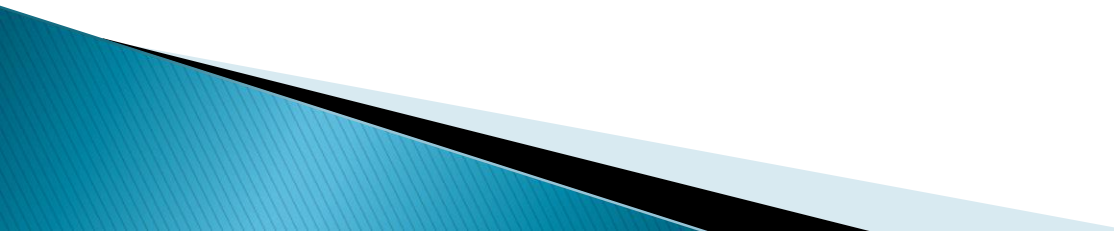
Applying this NOW – Covid-19

- ▶ Federal stimulus funds including nonprofits was a huge win thanks to National Council of Nonprofits and Independent Sector leading the way with national and local agencies
 - ▶ Nonprofits have a huge stake in the decisions of the federal government to support state and local governments
 - ▶ Follow the \$ – County illustration for DHS = over \$1 Billion with the vast majority coming from state and federal \$
- 

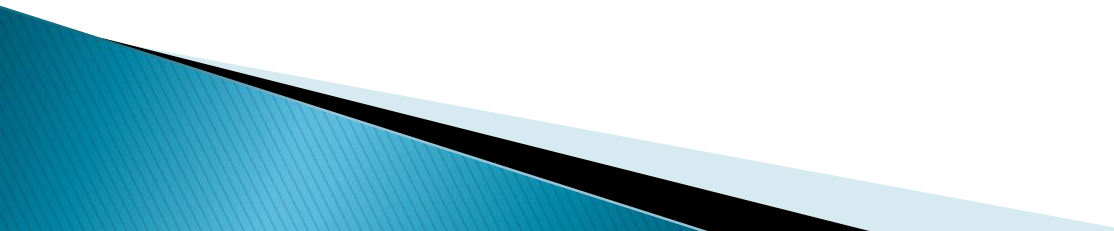
Priorities (May 11, 2020)

- ▶ Encourage federal legislators to support a package that provides substantial funding to states and counties to ensure human services are funded
 - ▶ Encourage state legislators to prioritize human services funding particularly given the increased need/demand for our services
 - ▶ Encourage local/county legislators to prioritize human services funding particularly given the increased need/demand for our services
 - ▶ Note – local funds often match or leverage state funds and state funds do the same for federal
- 

Evaluating Your Efforts

- ▶ Advocacy Requires Long-Term Investment
 - ▶ Advocacy outcomes are NOT evaluated the same as service outcomes
 - ▶ Can evaluate relationships, results, and sphere of influence
 - ▶ Examine impact beyond the individual agency (as well as the advocate)
 - ▶ SSI – *“The Elusive Craft of Evaluating Advocacy”*
- 


In My Experience

- ▶ Know the process and the legislator(s)
 - ▶ Do your homework: know the facts (sources)
 - ▶ #s and stories matter as do voters who vote
 - ▶ Work with coalitions when/where appropriate
 - ▶ Thank your supporters and stay in touch
 - ▶ Build your political capital outside of 501 c3
 - ▶ Rapport, relationship, retention
- 

Q&A

Send your questions through the chat!

Conclusions

- ▶ Create an advocacy plan!
 - ▶ Build your constituency for greater influence.
 - ▶ Your results can be measured and working with legislators is a long-term commitment which requires patience and understanding of the political calculus of the lawmaker.
 - ▶ Doing your homework is essential.
 - ▶ Working with coalitions can assist you with your broader advocacy agenda.
 - ▶ Take inventory of your efforts.
- 

Jefferson Community Collaborative Asking Orgs to:

1. Continue Census & Voter Engagement Outreach – Jefferson Counts Resources
2. Develop an Advocacy Plan for Your Organization
3. Educate your organization on current advocacy opportunities for nonprofits & stay connected with advocacy resources (see resources on next slide)
4. Let us know if your organization is interested in joining a Collaborative Advocacy Team! (via private chat today or through follow up email)

Civic Engagement & Advocacy Resources

Census Resources

- **Jefferson Counts Census Resources:** www.jeffersonrf.org/2020census/
- **Allegheny County & City of Pittsburgh Complete Count Committee:** www.becounted2020.org/
- **Hard to Count 2020 Map:** www.censushardtocountmaps2020.us/
- **US Census Bureau:** www.census.gov/partners.html

Voter Engagement Resources

- **Nonprofit Vote:** www.nonprofitvote.org/
- **Votes PA:** www.votespa.com/
- **GPNP Voter Engagement Series (May 15, 22, & 29):** tinyurl.com/everybodycountseverybodyvotes

Advocacy Resources

- **National Council of Nonprofits:** www.councilofnonprofits.org/policy
- **The Independent Sector:** <https://independentsector.org/>
- **National Institute on Money in Politics:** www.followthemoney.org
- **LegiScan:** www.legiscan.com
- **PA Senate Site:** www.pasen.gov
- **PA House Site:** www.house.state.pa.us

Thank you to our fabulous speaker and participants!

**Session recording,
slides, and a survey will
be sent later this week!**



View on our website at www.jeffersonrf.org/forum

JEFFERSON SPRING 2020 VIRTUAL FORUM

The Power of the Nonprofit Sector in Uncertain Times

Upcoming Session

**Resilient Fundraising: Keeping Your Revenue
Streams Strong**

Wednesday, June 3rd: 10:00-11:30 am

**Other Session Recordings Available on
our website at www.jeffersonrf.org**

