1. How to approach the advocacy issue in your organization
2. Civic Campaigns 101
3. Your advocacy issues
HOW TO APPROACH ADVOCACY

Why is it important?

Who can do it?

Where to begin?
WHO CARES?

That's the difference between governments and individuals. Governments don't care, individuals do.

-Mark Twain
WHO CARES?

- Government decisions affect your organization
  - Laws and Resolutions
    - HB 724—Constitutional amendment redefining criteria for institutions of purely public charity
    - HR 798—Investigating NPO compensation
  - Regulations
    - Act 22—Enabled rate changes, e.g. Aging Waiver
  - Funding
    - HB 1261—2012 allocations to DPW
WHO CARES?

Current political climate:
- State budget cuts
- Higher skepticism of NPOs

Most first-time Executive Directors said the #1 area that demanded more of their time: PUBLIC POLICY/ADVOCACY
WHO CAN?

- Prohibited
- Regulated
- Unlimited
WHO CAN?

- 501(c)(3) political campaign activity prohibited entirely
  - No participation in any campaign activities for a candidate for public office
WHO CAN?

- **501(c)(3)** may not engage in substantial lobbying activities
  - “Substantial” generally measured by money, time and other circumstances
- **501(h)** election provides an expenditures test to determine if lobbying activities are substantial
  - Requires formal election
  - Limits on how much spent on lobbying
WHO CAN?

- Lobbying is attempting to influence legislation through direct lobbying or grassroots lobbying
  - Direct Lobbying—Communication with government official that expresses an opinion about legislation
  - Grassroots Lobbying—Communication with general public that expresses an opinion about legislation with a call to action, direct or indirect
WHO CAN?

What is NOT lobbying
- Nonpartisan analysis, study or research
- Discussion of broad social issues
- Technical assistance
- Self-Defense
CAMPAIGN FOR WHAT WORKS

“CHANGING THE NAME OF THE DEPT. OF PUBLIC WELFARE”
ELEMENTS of a CIVIC CAMPAIGN

• Not always in sequential order
• Welfare is a stigma and serves as a wonderful/awful target
TAKE a “LISTEN & LEARN” TOUR

- Seek guidance, expand network, get buy-in
RESEARCH

- Issue
- Allies/Opponents
- Attitudinal
- Pathway(s) to Success
CHAMPIONS

- Identify key attributes of champion
- Identify potential champions
- Recruit champion(s)
- *Not to be confused with supporters*
DEVELOP MESSAGE

- Tell Stories (use facts only to back it up)
- Make it simple
- Use real people language
- Tailor Message for different audiences
BUILD COALITIONS

- Start with most likely
- Use champion supporters
- Find unnatural allies
• Constantly evaluate and be prepared to change strategic direction
• Plan for implementation
• Don’t wait till end of campaign
• Celebrate for a minute and move to implement
ADVOCATE NOW!

- 100 emails/tweets in 2 minutes
- Governor@pa.gov
- @GovernorCorbett Please #RenameDPW
YOUR ADVOCACY

ISSUES

- Problems
- Ideas
10 PROBLEMS in 10 MINUTES

- Ready, Set, GO!
10 IDEAS in 10 MINUTES

- Ready, Set, PRAY!
THANK YOU!