



MASS**CREATIVE**



# Policy Advocacy

## Research

- White papers
- Data
- Case studies

## Public Education

- Educate the community on the issues
- Educate legislators on the issues
- Hold trainings/workshops

## Voter Education

- Educate candidates and voters
- Encourage citizens to vote

## Lobbying

- Advocate for or against specific legislation
  - Petition, Letters of support
  - OpEds, Letters to the Editor
  - Legislative Meeting, Lobby Day



# Legislative Lobbying and Electoral Advocacy

As a citizen you CAN engage in:

- **Direct Lobbying**
  - Contact or meet with a legislator to propose, support, or oppose legislation
- **Grassroots Lobbying**
  - Urge the public to contact their to propose, support, or oppose legislation
- **Electoral Advocacy**
  - Educate candidates and voters on the issues through fact sheets, questionnaires, and forums
  - Support or oppose candidates for public office
  - Register voters



# Legislative Lobbying and Electoral Advocacy

As a non-profit you CAN engage in:

- **Direct Lobbying\***
  - Contact or meet with a legislator to propose, support, or oppose legislation
- **Grassroots Lobbying\***
  - Urge the public to contact their to propose, support, or oppose legislation
- **Electoral Advocacy\***
  - Educate candidates and voters on the issues through fact sheets, questionnaires, and forums
  - Nonpartisan voter registration
  - Encourage citizens to vote



# Legislative Lobbying and Electoral Advocacy

**\*There are Legislative Lobbying and Electoral Advocacy limits for non-profits**

- **Lobbying limits for non-profits:**
  - Per IRS: “No substantial part of a non-profits activities can be used to influence legislation”
  - What is insubstantial? 3-5% of overall activities
- Additional information: [bolderadvocacy.org](http://bolderadvocacy.org)



# Legislative Lobbying and Electoral Advocacy

**\*There are Legislative Lobbying and Electoral Advocacy limits for non-profits**

- **Elections: non-profits CANNOT:**
  - Endorse candidates for public office
  - Make any campaign contributions (whether monetary or in-kind)
  - Ask candidates to sign pledges on any issue (for instance, ask candidates if they promise to support the DREAM Act if elected)
  - Publishing or communicating anything that explicitly or implicitly favors or opposes a candidate
- Additional information: [bolderadvocacy.org](http://bolderadvocacy.org)



Let's take a beat



# Building Your Public Narrative

Why do we tell stories?





# Building Your Public Narrative

- **Story of self** – We tell the story of “self” to legitimize ourselves and to help us build relationships. We have to tell where we are starting from and what our individual core values are.
  - **“If I am not for myself, who will be for me?” Who am I and why am I called to this work.**
- **Story of Us** – We want people to become a part of the story and become a part of “us”. We need talk about the context of the campaign and the basic values that will have folks identify with the organization/the campaign. We want to move the story from “I” to “we”.
  - **“If I am for myself alone, what am I?” Who are we as a community and why do we have the responsibility to act?**
- **Story of Now** – Our campaigns are urgent and we need to act. We need to act in a strategic way that brings is closer to resolution.
  - **“If not now, when?” What is our strategy?**



## Building Your Public Narrative

Before I was \_\_\_\_\_

Then I \_\_\_\_\_

Now I am \_\_\_\_\_

I believe \_\_\_\_\_



Let's take a beat



# Opportunities to Advocate



# Opportunities to Advocate

(friendly reminder, build this into your existing work, not add more work to you already full plate)

1: support what's already out there.



# Opportunities to Advocate

2: build coalition and networks in your specific sector.



# Opportunities to Advocate

3: care for and shape the sector/community as a whole.



# Who Are Your Elected Officials?

- President & Vice President
- 2 Senators
- 9 Members of Congress
- Governor
- 40 State Senators
- 160 State Representatives
- Mayors / City Councilors / Select board





# Ways to Build Relationships

- Share updates
- Invite them to programs
- Make them aware of initiatives you are a part of.

Don't wait until you need something.



Let's take a beat



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