

DEMYSTIFYING ADVOCACY AND EMPOWERING ADVOCATES

Advocating Today for a Just Tomorrow

February 28, 2018

ADVOCACY . . .



DEMYSTIFYING ADVOCACY

WHAT

WHY

WHO

HOW

DEFINING ADVOCACY

- Advocacy is the **act** or **process** of supporting a cause or proposal.

- *Merriam-Webster*

- Advocacy is a **continuous** and **adaptive process** of **gathering, organizing** and **formulating** information into argument, which is then **communicated** to policy-makers.

- *UNICEF*

ADVOCACY

RULES OF ENGAGEMENT

THE BASICS

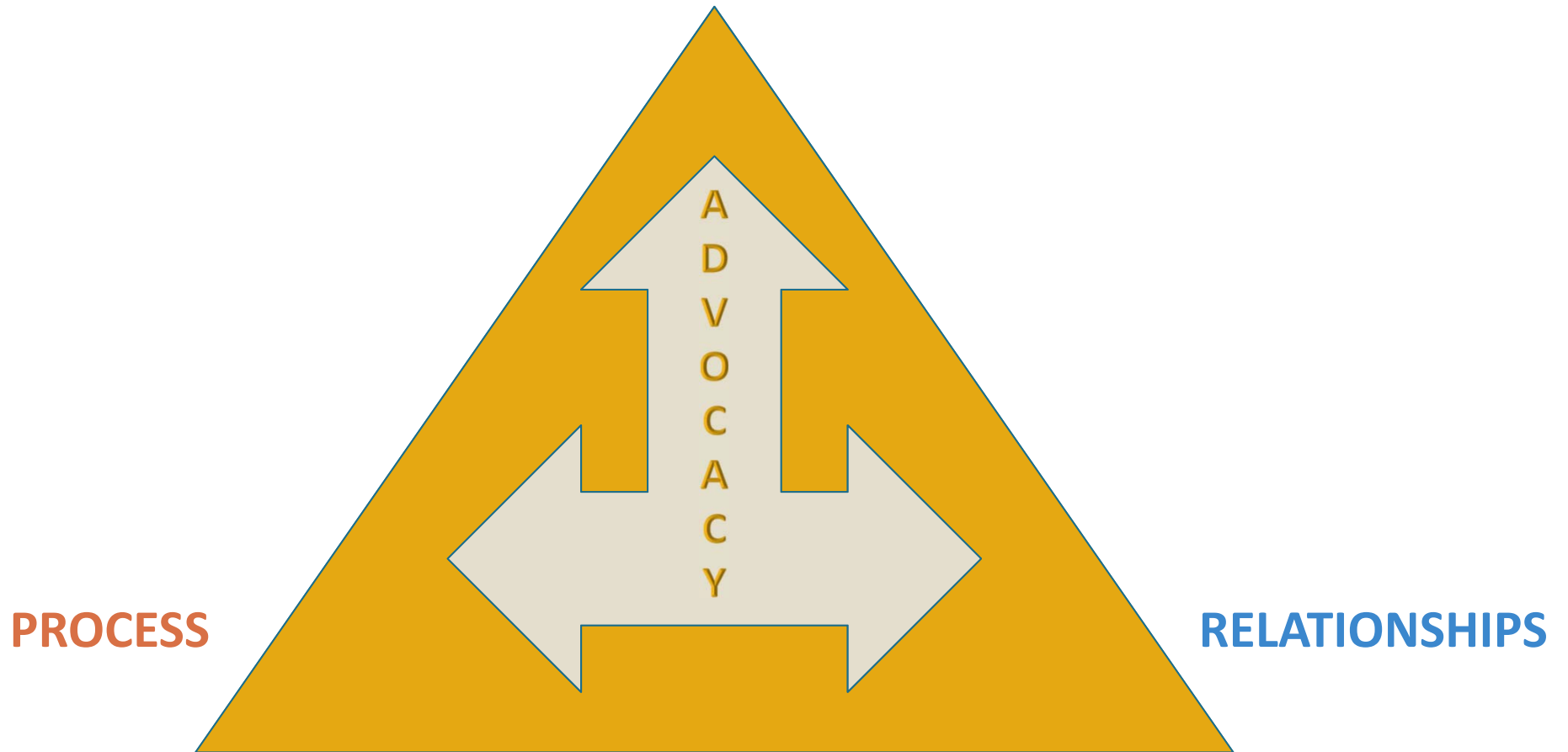
- Know and Understand Laws Related to Lobbying
- Commit the Time and Resources
 - The process
 - Becoming well-informed
- Engage Authentically and with Integrity
- Understand Compromise
- Value Relationships -> Access
- Ask always,
 - *What will make a real difference in the lives of real people?*

Our Approach

STRATEGIC ADVOCACY

HOW

RESULTS



CHANNELS OF ADVOCACY

Executive

Chief Executive Office
Holders

Administrative
Agencies

Single/Special Purpose
Boards

Legislative

Senators and
Representatives

City Council

Board of Alderman

County Board of
Commissioners

Judicial

Supreme Courts

Court of Appeals

Circuit Courts

District Courts

Electorate

Registered Voters

General Public

Community
Organizations

Labor Unions

Media

EXECUTIVE ADVOCACY

REALM OF INFLUENCE

- Issue Executive Orders/Pardons
- Appoint Administrative/Judicial Officers
- Create and Implement Regulations
- Enforce Laws/Regulations

LEGISLATIVE ADVOCACY

REALM OF INFLUENCE

- Create Legislation/Laws
- Issue Budgets
- Conduct Investigations

JUDICIAL ADVOCACY

REALM OF INFLUENCE

- Interpret Laws
- Expand/Protect Rights

ELECTORATE ADVOCACY

REALM OF INFLUENCE

- Elect Public Officials
- Shape Public Opinion
- Create Legislation/Laws

METHODS OF ADVOCACY

Executive

Request Issuance of an Executive Order

Comment on Regulations during Comment Period

Request Enforcement of Laws/Regulations

Provide Recommendations for Appointments

Legislative

Provide Objective and Factual Information to Individuals and Committees

Testify on Issues in Public Hearings

Request Investigations

Judicial

Litigation/Impact Litigation

Amicus Briefs

Electorate

Direct Contact with Law/Policymakers

Registering/Organizing/Mobilizing Voters

Initiative Petitions

Publishing Opinion Editorials

Issue Education

Our Results

EVALUATE THE PROCESS

ASSESSING ADVOCACY EFFORTS

Executive

Was an Executive Order issued?

Where comments published/cited as reason for change?

Are appointments reflective of your recommendations?

Legislative

Have legislative committees invited you to testify?

Are you asked to join the process of drafting legislation?

Has a law passed that resolves the issue completely or in part?

Judicial

Has a case been resolved that expands or protects the rights of the community you serve?

Did a judge use your brief in drafting his or her judicial opinion?

Electorate

Has voter registration/turnout increased?

Have voters enacted laws through petitions?

Are voters engaged with their policymakers?

INVEST

ENGAGE

ADVOCATE

RESULTS

PROCESS

RELATIONSHIPS

A
D
V
O
C
A
C
Y



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