

Presentation: **The Board's Role in Advocacy**

Join two experts as they discuss advocacy and the role that it can play for local nonprofit and the communities we serve. Topics include educating a board about the laws about lobbying and advocacy, reaching out to legislators and collaborating with other organizations. You will leave with a toolkit of practical steps to advocate for your cause and the confidence to do it well.

OUTLINE OF TODAY'S PRESENTATION

Advocacy's Impact in History

Advocacy by nonprofit and community leaders has been the catalyst of social change and guided major policy shifts throughout American history...

- Civil Rights Act of 1964
- Voting Rights Act of 1965
- American Disabilities Act of 1990
- Mothers Against Drunk Drivers

Libby, P. (2012). The Lobbying Handbook. Sage Publications, Inc. Thousand Oaks, CA.

Why Should Nonprofits Advocate

- Raise awareness of your mission
- Mobilize members, volunteers, donors and board
- Attract favorable media attention
- Establish and expand government investment in important social programs
- Reform laws and regulations that govern the operation and evaluation of your programs
- Confer benefits far beyond that of any one direct service program

Center for Lobbying in the Public Interest (2013). <http://www.clpi.org/why-advocacy>

Nonprofits Can Advocate!

Lobbying is just one form of advocacy that an organization may engage in to achieve its particular goals and serve its constituencies.

*Mehta, N. (2013). Nonprofits and Lobbying: Yes, They Can!
<http://apps.americanbar.org/buslaw/blt/2009-03-04/mehta.shtml>*

From a legislator's perspective, why is advocacy important?

After working with several legislators on local advocacy issues in the community, we have learned more about the value of working in collaboration with elected officials.

ADDITIONAL ADVOCACY RESOURCES

Bolder Advocacy (2013). Administrative Advocacy. Retrieved from www.bolderadvocacy.org.

Independent Sector (2014). Interacting with Policymakers. Retrieved from

http://www.independentsector.org/interacting_policy_makers

Independent Sector (2014). Lobbying Guidelines for Public Charities. Retrieved from

http://www.independentsector.org/lobbying_guidelines_public_charities

Independent Sector (2014). Taking the 501(h) election. Retrieved from

<http://www.independentsector.org/501h>

Libby, P. (2012). The Lobbying Handbook. Sage Publications, Inc. Thousand Oaks, CA.

Reid, E. (2006). Nonprofits and Government: Collaboration and Conflict, Advocacy and the

Challenges it Presents for Nonprofits, Urban Institute Press. 2nd Edition. Washington D.C.

Schmid, H., Bar, M., Nirel, R. (2008). Advocacy Activities in Nonprofit Human Service

Organizations Implications for Policy. Nonprofit and Voluntary Sector Quarterly.

The Urban Institute (2000). Nonprofit Advocacy and the Policy Process: A Seminar Series.

Retrieved from <http://www.urban.org/advocacyresearch/>