



# Peer Organization Growth Academy

## Advocacy 101 & 102

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The views expressed in this presentation are those of the author and do not represent the official stance of POGA Project, TIEMH, or the University of Texas.

# Learning Objectives

Upon the completion, participants will be able to:



Understand the differences and similarities between advocacy and lobbying



Gain an understanding of the 'behind the scenes' legislative process



Learn skills to develop an effective advocacy campaign



Effectively communicate with policymakers on priority issues

# Ice Breaker and Introductions

What is your name?

Where was your first job? What was your role?

You cannot use: to help people or to make a difference

What is your current role? Why did you choose it?

# What's your cause?



- What is your favorite (or most disliked) fruit or vegetable?
- Why?

Regulatory Efforts

Building Relationships

Educating Legislators

Influencing Businesses

Voter Education

Research

Organizing

Educational Conferenc...

Trainings

**What is  
Advocacy?**  
**the act or  
process of  
supporting a  
cause or issue**

# What is lobbying?

to conduct activities aimed at influencing public officials and especially members of a legislative body on legislation;  
to promote or secure the passage of (legislation) by influencing public officials

## DIRECT

Communication

Legislator

Expresses a view about  
specific legislation

## GRASSROOTS

Communication

General public

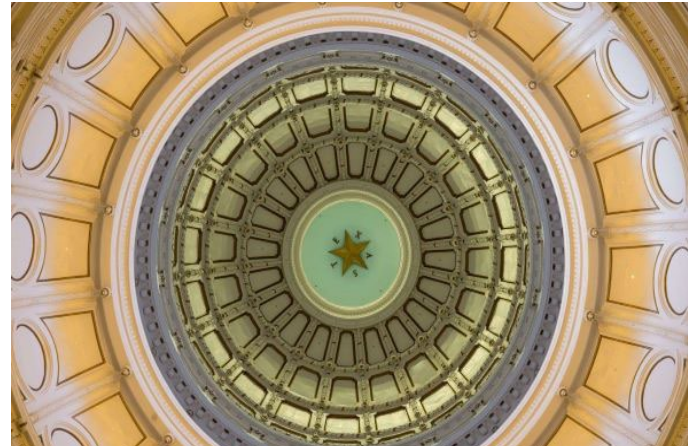
Expresses a view about  
specific legislation

Call to action

# I work for a 501(c)(3) non-profit, can I lobby?

# YES!

- To the extent allowable by law...
- A 501(c)(3) charitable organization may engage in some lobbying (IRS)
- 501(c)(3) Non-Profits are considered a *public charity*
- H Election
- Organizational Rules & Policies
- Reporting Requirements





# Who are legislators, anyway?

President, governor, mayor, or other executive official  
who participates in the formulation of legislation.

- Federal legislators and staff
- State legislators and staff
- County commission,
- Town board of supervisors, city council, regional government and staff
- Tribal government
- Sometimes the General Public

**NOT**

**Legislators**

- School board
- Zoning boards
- Housing authorities
- Sewer and water districts
- Other “special purpose bodies” with limited authority

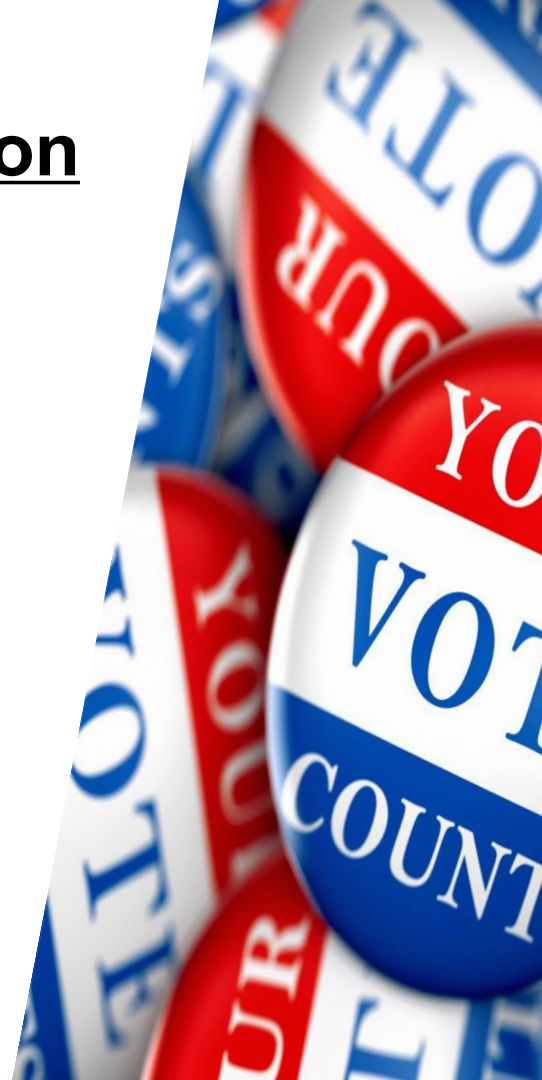


## Calls to action

- Asking To Contact Legislators
- Providing Contact Info
- Sign On Letters
- Identifying The Legislators

## NOT Calls to action

- Click here to Learn more
- Support our efforts
- Get involved
- Join us



# Advocacy



Shutterstock

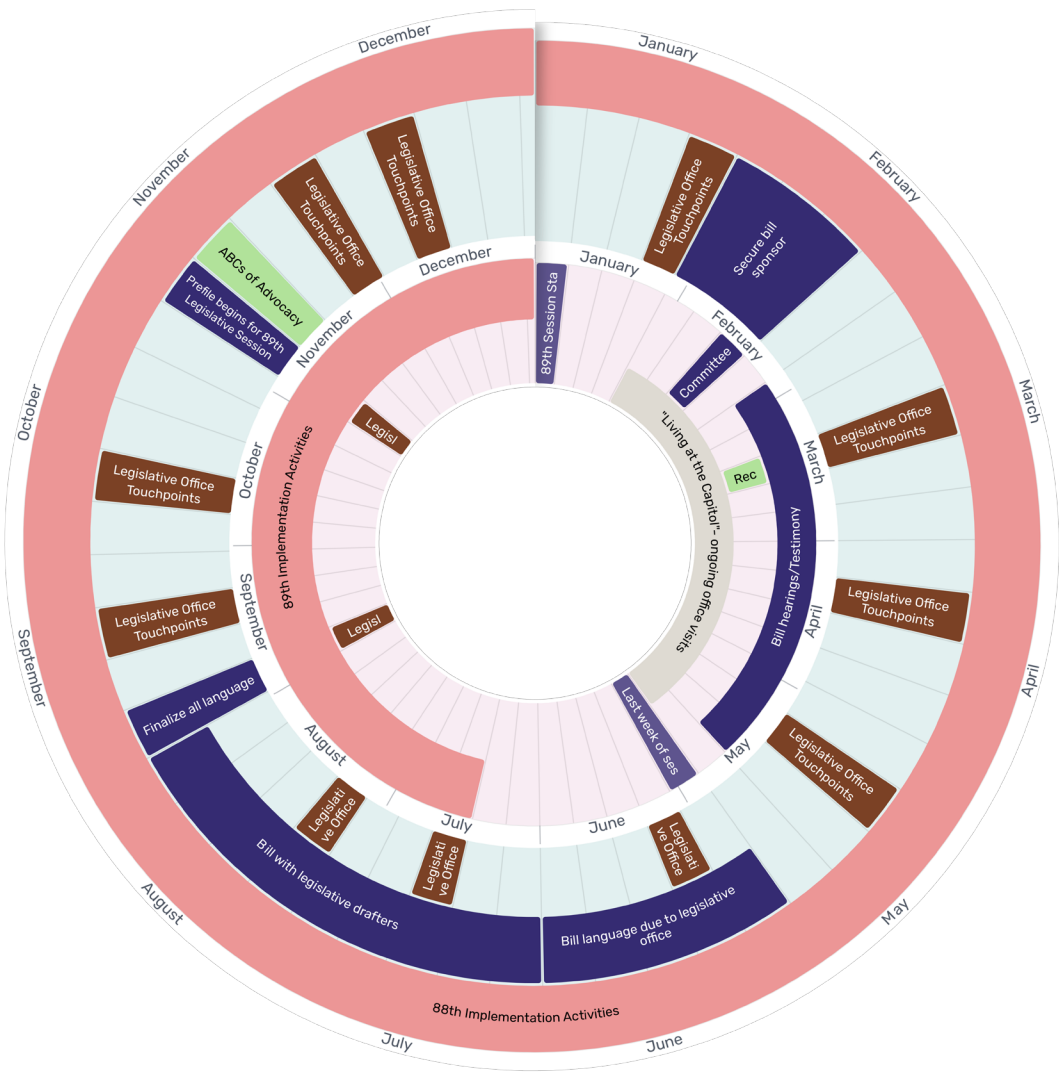
- Texas tomato farms are disappearing. Tomatoes are a vital source of nutrients and must be protected. [Click here to learn more.](#)
- Tomatoes help children to become strong, healthy Texans. Big Oil is poisoning water for Texas farms and threatening the health of our children. Join us today!

# Lobbying



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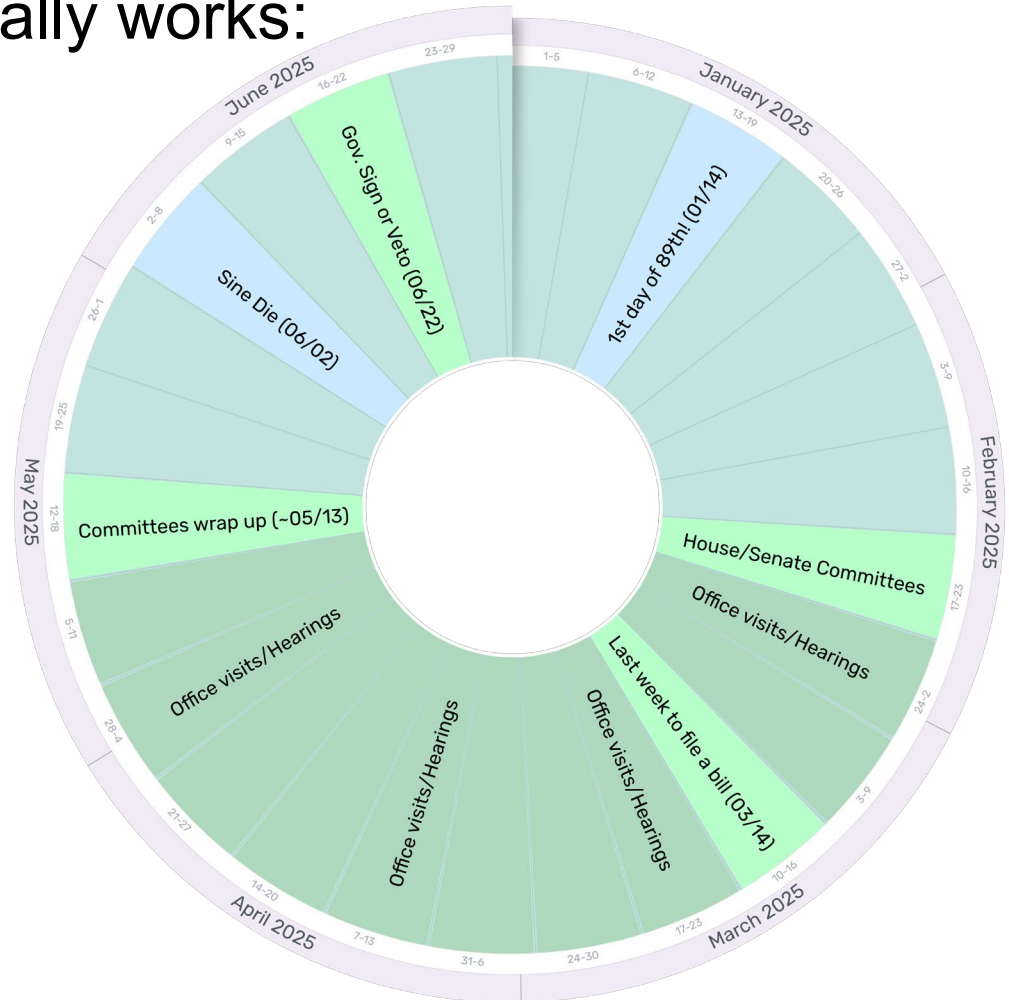
- Hearing tomorrow for SB1234! Come out and register your support. Tomatoes must be a protected food source!
- Stop corporations from poisoning Texas farms. Make your voice heard and sign on to our letter today
- Protect our children, call you Senator today and support SB 1234



- Relationship building is **KEY**
- Legislation is drafted 6-9 months before the session begins
- November 5th- Get out and **VOTE!**
- November 12th- Pre-file opens
- November 13th- ABCs of Advocacy

# How the legislative session really works:

- January 14th- First official day of the 89th Legislative Session
- House and Senate Rules
- Committee assignments, hearings
- Calendars and Floor votes
- Deadlines, Deadlines, Deadlines:
  - ~40th day (*Late February*)-
    - Committee hearings begin
  - 60th day (*March 14th*)-
    - Last day for bill filing
  - 119th day (*May 13th*)
    - Committees wrap up
  - 140th day (*June 2*)
    - Sine Die
  - Sign or Veto- ~20 days



So now what?

# Communicating with Policymakers

Constituents have power;

Relationships are the KEY!

Make appointment to meet with Staff

How will you communicate your issue and ask in 15  
minutes?

Let them know you support/oppose something

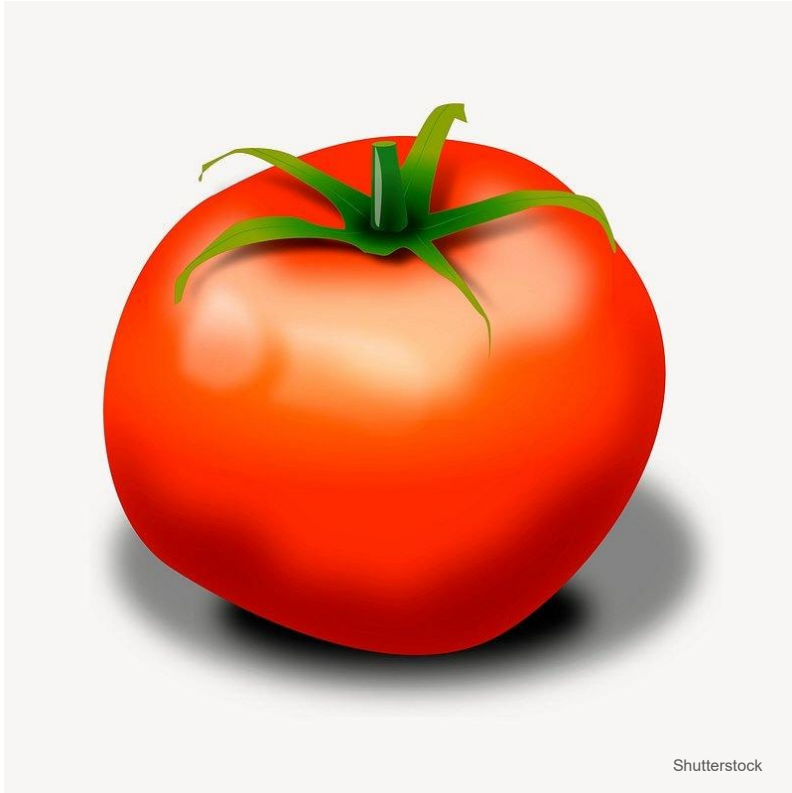
**BEFORE** you take action!

Advocacy Leave Behind

Offer to be a resource



# Ways to Communicate



- Meeting with policymakers
- Testimony: Your message in 3 minutes or less
- Social Media and Email Campaigns

## 3 primary questions

What is the problem?

Why is it important?

What is the solution?



# Elements to Consider

<b>Issue</b>	Name the issue and the solution. Be concise and clear. Are there unintended consequences? Is the solution reasonable?
<b>People</b>	Who do you need to collaborate with to win? Who is on the other side of this issue? Why?
<b>\$\$\$\$\$</b>	What's the cost? Will a program or group lose or gain funding if this is passed? Is it an unfunded mandate?
<b>Power</b>	Who is involved? What coalitions? Member offices? Who will this upset? Will it affect your standing?
<b>Win</b>	What constitutes a win? Is there a compromise? How will a win impact your organization?

What are examples of the following you will need for your campaign?

<b>Questions</b>	<b>Advocacy</b>	<b>Lobbying</b>
<p>What's the problem?</p> <p>What are you trying to influence?</p> <p>Who are your supporters?</p> <p>Opposition?</p>		

## Remember these?

What is the problem?

Why is it important?

What is the solution?



# Let's Practice

- 10 minutes
- Write a testimony for your chosen cause/audience.
- Qualify yourself
  - Position on the bill
  - Name and who you are representing
  - Identify- person in recovery, case worker for 50 years, etc.
- 3 questions- Problem, Importance, Solution
- Thank the committee, offer to be a resource, any questions



Advocate for recovery



Join the PROSPER Network





# Save The Date!

**Date:** November 13, 2024

**Location:** First United Methodist  
Church- Family Life Center

ABCs of Advocacy



Brought to you by:



# Resources

# Resources

Lobbying for Nonprofits - <https://www.irs.gov/charities-non-profits/lobbying>

National Council of Nonprofits- <https://www.councilofnonprofits.org/everyday-advocacy>

Bolder Advocacy (project of Alliance for Justice)- Lobbying for Texas Non-Profits:

<https://afj.org/wp-content/uploads/2022/08/Be-Bold-and-Advocate-Rules-for-Foundations-Engaging-in-Advocacy-in-TX-2.pdf>

RecoveryPeople- [www.recoverypeople.org](http://www.recoverypeople.org)

Elizabeth Henry- Director of Policy [elizabeth.henry@recoverypeople.org](mailto:elizabeth.henry@recoverypeople.org)

Texas Legislature Online- <https://capitol.texas.gov/>