While you wait …

Is everyone is using computer speakers for audio?

Please use the chat box (bubble icon with question mark inside) for questions.

Notepad icon is where you can find handouts referenced in the webinar

Please fill out the post-webinar survey so we can improve!
Advocacy 102: Boards + Advocacy = A Winning Strategy  Webinar 2 of 3
ABOUT RIVER NETWORK

River Network connects and empowers over 6,000 local water-focused nonprofits working for clean water and healthier rivers across the U.S.

We envision a future of clean and ample water for people and nature, where local caretakers are well-equipped, effective, and courageous champions for our rivers.

Meet our network and search the Water Protectors Map on our website rivernetwork.org.
TODAY’S AGENDA

• Why Nonprofits should Advocate

• Building Board Expertise

• Enacting Advocacy Policies

• Embracing Advocacy Organizationally

Photo by chiekashi16
RECAP FROM WEBINAR 101

- Advocacy and Lobbying
  - Defined differently
  - Only lobbying regulated by IRS

- Nonprofits should Embracing Advocacy Organizationally
Does your organization advocate?

☐ Yes
☐ No
☐ I don’t know
Who in your organization does the advocating?

- Executive Director
- Board of Director(s)
- Other staff/volunteers
- I don’t know
- We don’t do advocacy yet
WHY SHOULD WE ADVOCATE?

• Advocacy is a fundamental strategy for an organization to have greater impact
• Board members are great resources for your advocacy efforts
  – Fundraising
  – Connections
  – Mission Promotion
• NGO's are vulnerable
BUILDING BOARD EXPERTISE

- Get them involved
- Make the connection
- Provide ongoing training
- Enact Board policies
- Embrace the Uncertainty
GET INVOLVED
POLLING QUESTION #3

Have you participated in an advocacy training previously?

- Yes
- No
- I don’t know
Tuesday, December 3, 2019 | 2:00 PM EST

Public Webinar: Lobbying and Advocacy 101 12.3.19

Online

Now more than ever, your community is relying on you to stand up for them. If you think your 501(c)(3) public charity status prevents you from advocating for new laws and policies, think again!

Thursday, December 12, 2019 | 2:00 PM EST

Public Webinar: Advocacy and Community Organizing

Online

Recent changes in the political climate at the national, state, and local levels have put pressure on organizations to engage in intense advocacy and community organizing.
TRAINING PART II

STAND FOR YOUR MISSION

Strategy
- Understand how the policy environment could impact the organization’s work.
- Build strategies that seize public policy opportunities and address public policy threats.
- Leverage advocacy as a way to “get things done.”

Budget and Resources
- Understand your organization’s budget and any public funds that may be vulnerable if public policy shifts.
- Prioritize resources to support strategic engagement in advocacy, e.g., coalition membership or staff time.

Personal Engagement
- Leverage your influence and networks in support of the organization’s advocacy efforts by making calls, setting up meetings, etc.
- Attend meetings with decision makers and law makers together with organization staff.
- Participate in group advocacy efforts, such as lobby days or congressional hearings.
POLLING QUESTION #4

Does your organization have policies in place regarding advocacy?

☐ Yes
☐ No
☐ I don’t know
ADVOCACY POLICIES

Representing the nonprofit organization

Marilyn E Phelan

Note: This is not the actual book cover
ADVOCACY POLICIES CONT’

Representing the Organization

• Media
• Task Forces/Committees
• Testimony at hearings
• Legislative/Policy
• Litigation

Conflict of Interest

• Financial Gains/Losses
• Access to information
• Material Interests
• Spousal conflict
• Business conflict
• Litigation

https://www.councilofnonprofits.org/tools-resources/conflicts-of-interest
ADVOCACY POLICIES CONT’

• Developing position statements
  – What
  – Who
  – How
  – When

• Sign on letters
  – Do we participate?
  – Do we share the views?
  – Does it relate to our mission?
EMBRACING ADVOCACY

- Develop a standing Committee
- Participate in Coalitions
- Identify Advocacy gaps (volunteers, knowledge, influencers)
- Incorporate Advocacy roles and expectations into Board descriptions
RECAP

• Nonprofits must participate in some level of advocacy

• There are several resources available to help guide and protect your organization

• You are not alone

November 12th 1:00pm EST:
Advocacy 103: Planning + Resources = An Effective Campaign
Webinar 3 of 3

Webinar Short: Advocacy 101:
Yes You Can: Basics for Beginners
Webinar 1 of 3

Find them here:
https://www.rivernetwork.org/connect-learn/events-webinars/
YOUR PAID MEMBERSHIP BENEFITS

Take advantage of paid membership.

✓ Find funding for water projects
   (on the website go to Membership then select Get A Project Funded)
✓ Receive 25% off registration for our annual River Rally conference
✓ Receive discounts on equipment and consultations
✓ And more!

Questions about your paid membership benefits? Please contact Carly Schmidt, Membership Associate, at cschmidt@rivernetwork.org
JOIN US AT RIVER RALLY 2020!

MAY 15–18, 2020
The Westin Riverwalk
San Antonio, Texas
Thank you!

Presentation will be available online.