

# WELCOME TO THE WEBINAR

## *Boards+ Advocacy = A Winning Strategy*

### *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*



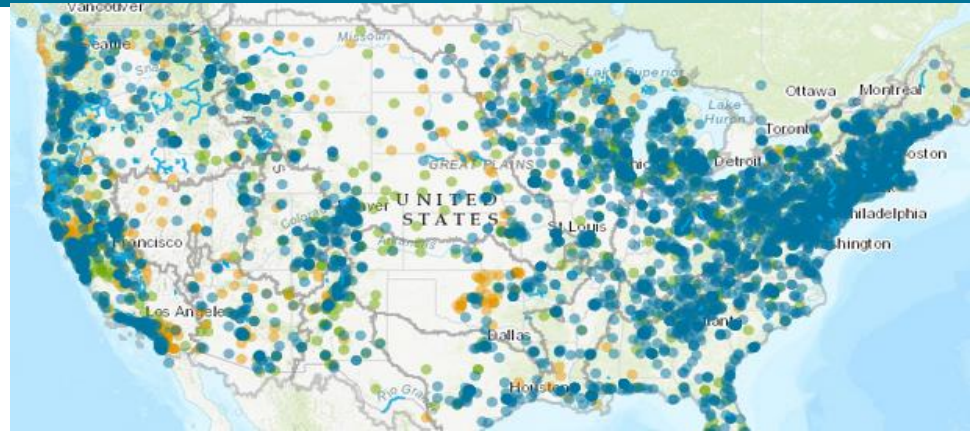


# ABOUT RIVER NETWORK

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](http://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



# POLLING QUESTION #1

Does your organization advocate?

☐ Yes

☐ No

☐ I don't know

# POLLING QUESTION #2



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





# MISSION CONNECT





# POLLING QUESTION #3



Have you participated in an advocacy training previously?

☐ Yes

☐ No

☐ I don't know



## BOLDER ADVOCACY

*An initiative of Alliance for Justice*

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

## Conflicts of Interest Policy

Novartis Global Policy

NOVARTIS

## Representing the Organization

## Conflict of Interest

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

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



# 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](mailto:cschmidt@rivernetwork.org)*



**MAY 15-18, 2020**  
*The Westin Riverwalk*  
*San Antonio, Texas*

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education • inspiration • celebration

**SAVE  
THE DATE!**

**JOIN US AT *RIVER RALLY* 2020!**

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*Thank you!*

**Presentation will be available online**