ADVOCACY 101

BLYTHE YOUNG, COMMUNITY ADVOCACY DIRECTOR

SHAPE UP SF POLICY, SYSTEMS, ENVIRONMENTS ACTION TEAM (PSEAT)

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ALL LOBBYING IS ADVOCACY, BUT NOT ALL ADVOCACY IS LOBBYING!

ADVOCACY:

• The act of arguing in favor of something, such as a cause idea or policy – Raising your voice!

• Advocacy can include Education and does not need to cross the line into lobbying.

LOBBYING:

• Communication with a policy maker that takes a position on specific, pending legislation.

• Lobbying involves attempts to influence specific legislation at the local, state, or federal level while advocacy is focused on educating about a specific issue.
TYPES OF LOBBYING:

• **GRASSROOTS LOBBYING**: Any attempt to influence legislation by affecting the opinion of the general public. In this case the organization encourages the public to lobby. The organization refers to a specific piece of legislation and provides information to the public on how to contact decision makers. Under certain circumstances mass media ads are an example of grassroots lobbying.

• **DIRECT LOBBYING**: Any attempt to influence legislation through communication with any member or employee of a legislative body, or with any other government official who may participate in the formulation of legislation. A specific activity constitutes direct lobbying if:
  
  - The principal purpose is to influence legislation,
  
  - There is reference to a specific piece of legislation (even if the legislation is not currently under consideration),

  AND

  - A point of view is expressed.
WHAT IS ADVOCACY:

- Building relationships with decision makers
- Standing up for things you believe in
- Making a difference through action
- Pleading a case and being persuasive
- Providing education on a topic to people who can make a change
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MISSION DRIVEN MESSAGING:

- Identify Your WHY
- The most effective advocacy comes from storytelling
- Keep policy impact front of mind
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STEPS TO POLICY CHANGE:

• Learn about the issue (problem and solution)
• Understand how decisions are made
• Get to know key decision makers
• Create a plan