

# ADVOCACY 101

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MARCH 8, 2023



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

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## 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:

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- **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:

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- 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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## STEPSTO POLICY CHANGE:

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