

# on-site training advocacy for nonprofits



## Purpose

The purpose of this training is to help your organization develop a new and important avenue for leadership – public policy advocacy.

## Approach

This workshop will explore how policy decisions can hinder or help your mission and clients, and how to link policy advocacy to your organization's values.

### *Board members will*

- Learn about advocacy resources, and
- See how to create infrastructure for making decisions about advocacy that are consistent with their values and responsive to the dynamic policy landscape.

**Pre-Work** The executive director and board chair will spend time in brief preparation with the consultant, including completing a survey of organizational advocacy experience. Additionally, the consultant will review mission and values statement (if available) and the organization's work.

**Board Session** On-site at your organization; takes three hours of the full Board's time. Many organizations schedule this session in place of a regular Board meeting.

### *The goals of this training are to:*

- Examine how public policy decisions impact your organization's mission and clients
- Gain familiarity with the values-based public policy advocacy model
- Review a variety of infrastructure and action tools that your nonprofit can adopt
- Learn that lobbying is both legal and needed
- Discuss next steps that your organization might take to create infrastructure for values-based public policy advocacy

### *The interactive Board Session will cover*

- Defining advocacy and policy – and public policy advocacy
- Why should nonprofits do public policy advocacy and how is different from direct services?
- How does public policy impact your organization's mission and clients?
- Values-based public policy advocacy model introduction. This discussion on values and infrastructure is where the Board needs to invest its time and provide leadership.
- What does my organization need to begin a public policy advocacy campaign/action?
  - Identify where to advocate
  - Identify and define an advocacy toolbox
  - A decision-making process/tools that can leverage your organization's resources to opportunities to make a difference
- What kind of actions might your organization take?
- How do you evaluate advocacy work?

**Follow-Up Report and Coaching** After the completion of this training, the organization receives a written report summarizing the process and listing agreed-upon priorities for next steps to pursue an advocacy program. The organization staff can access coaching from the instructor to help address priorities identified in the workshop.

**Confidentiality** The process and report are confidential to the organization and WNC Nonprofit Pathways.

**Evaluation** Training participants are asked to complete an evaluation form. Additionally, Pathways will follow up to track the extent to which the organization improves and/or changes in response to the learning.

## requirements

Eligible WNC organizations have a budget over \$100,000, two or more paid staff, an active board of directors, and have had their nonprofit status for at least two years.