

# Day to Day Program Advocacy

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Yuma Reading Council

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# Advocacy

- This is our way to make a difference.
  - Shapes public opinion.
  - Identifies and promotes a cause.
  - Promotes the interest of a community.
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- There are two groups we need to educate about adult literacy --- political and everyone else.
  - We need to approach each group a tad differently but both on a continual basis.

# Non Political

- School Boards and Superintendents
- Community Colleges, Vocational Education Centers and Universities
- Chambers of Commerce and Business Groups
- Cultural Council
- Library Board
- League of Voters
- Consortiums and Education Groups
- Churches (when appropriate)
- Our own volunteers, donors, staff and students
- The community at large
- Others will vary based on your region and community

# Political

- Legislators and Senators
- Legislative Staff
- Governor's Office
- State Elected Legislators
- Board of Supervisors and City Councils
- Related political entities and party offices depending on community structure

It is the responsibility of constituents to educate their elected officials and they depend on us to do it. We need them to always think about us not just when we need them.

# When do we advocate

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**ALL THE TIME**

**We should do it continually**

The more ways and the higher the frequency the greater the chance people will see and understand our message.

Use multiple methods. Not everyone learns or understands the same way. Think about each audience.

# Why do we advocate

- To influence people and educate them about adult education.
- To help people understand the impact adult education has on individuals in the programs.
- To help people understand the impact adult education programs have in a community.

# How to get the message out

## Newsletter

- ✓ To local legislators and political persons
- ✓ To local congressional offices
- ✓ To DC Congressional offices (fax or email)
- ✓ Donors and business supporters
- ✓ Volunteers
- ✓ Influential people

# More.....

## Public Service Announcements

- ✓ Special Events
- ✓ Special Recognition
- ✓ Awards
- ✓ Kudos
- ✓ DO NOT send just day to day stuff

## Even More....

### News Articles

- ✓ Major program events and changes
- ✓ Special awards and recognition
- ✓ Large grants (really big or requested by funder)
- ✓ NO DAILY STUFF

Provide appropriate weblinks when possible in the varied media.

# Another one...

## Public speaking

- Presentations at civic groups
- Speaking at public forums
- Talking to church and special interest groups
- Community information fairs
- 211 or 411 community referral sources
- Through other non profits and community networks
- Testify at hearings or participate in townhalls
- Meet one on one as needed

# Last one...

## Letters of interest and support

### To the print media

- ✓ Letters about issues facing adult literacy
- ✓ Letters about volunteer issues and support
- ✓ Letters to the editor about good things and issues

### To the people directly

- ✓ Thanking people for supporting you and your cause
- ✓ Thank you letters to political people for their votes (a great way to let them know voters are watching)

# What to share with each?

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Local- everyday info, impact on community

State- related to issues and important events

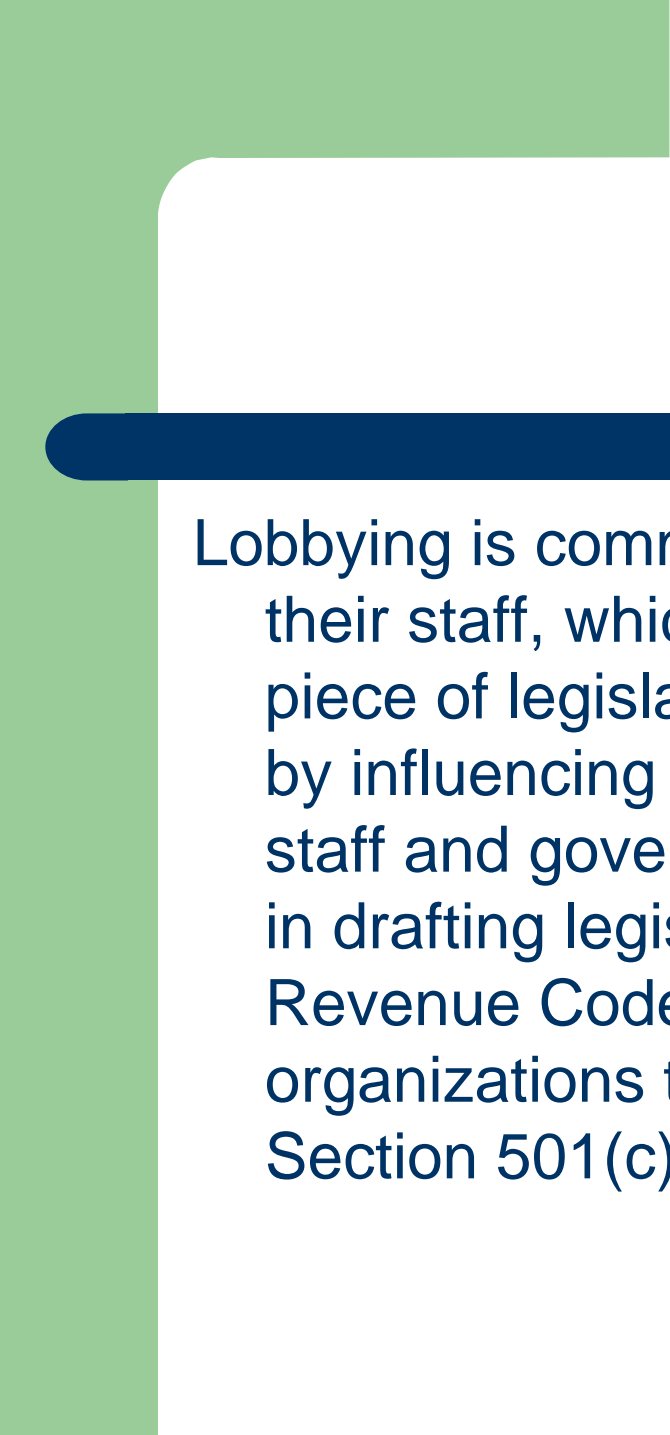
National- related to the issues and VERY important events (often this comes from a funder, company or affiliation)



LOBBY

or

ADVOCATE???



Lobbying is communication with elected officials or their staff, which expresses a position on a pending piece of legislation or efforts to influence legislation by influencing the opinion of legislators, legislative staff and government administrators directly involved in drafting legislative proposals. The Internal Revenue Code sets limits on lobbying by organizations that are exempt from tax under Section 501(c)(3). ...

# Advocacy

Advocacy is the active support of an idea or cause; especially the act of pleading or arguing for something

## ***Activities that are not Lobbying***

- Meeting with a legislator to discuss social problem, without mentioning a specific proposal
- Providing a legislator with educational materials about a specific piece of legislation, without calling for specific action on the legislation
- Responding to a request from a legislative committee for information about a specific piece of legislation
- Tracking activities of legislators, including votes, positions taken, contributions accepted, etc.
- Talking to the media
- Advocating for better enforcement of existing laws
- Conducting public education campaigns
- Producing and disseminating research reports or studies that provide nonpartisan analysis on policy issues, including specific legislative issues
- Advocating the enactment and enforcement of private or voluntary policies, (e.g. alcohol purchase restrictions in stadiums)
- A newsletter to your own members providing info about a specific piece of legislation, but not a specific call to action (e.g. a request to call or write to legislators)

# Contact

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