



OPPORTUNITY

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October 19, 2018

Advocacy 101

What is Ensuring Opportunity?

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- A countywide initiative to end poverty in Contra Costa by addressing root causes
- Goal: achieve equity and opportunity for all residents
- Change systems & policies so that every community member has an opportunity to thrive



**We believe that
everything is connected ...**



... and EQUITY is at the heart of our work

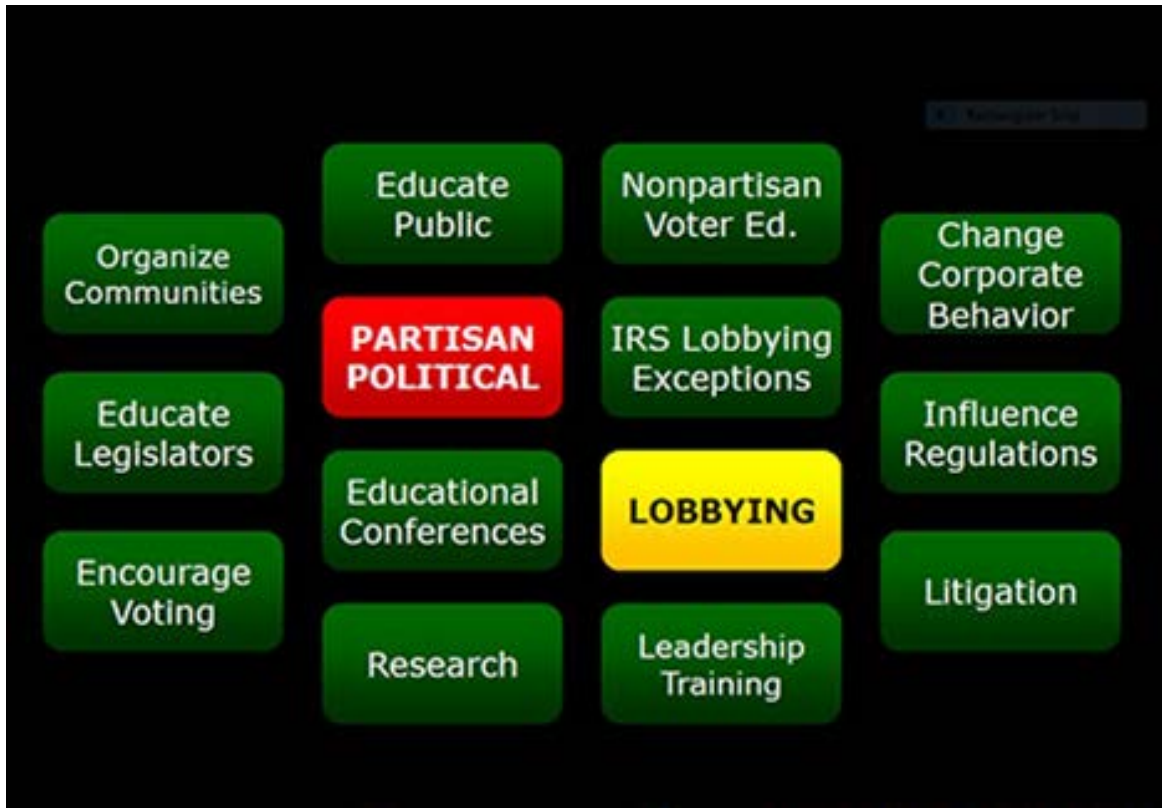
What is advocacy?



What is advocacy?



“Advocacy” encompasses a **broad range of activities** that can influence public policy



What is advocacy?



Common misconceptions:

- Advocacy is only for professional lobbyists
- Advocacy is the same as fundraising or donating to charity
- Advocacy consumes a lot of time; I'm too busy to get involved in advocacy
- Advocacy is all about "politics" (in a negative connotation)

Who is an advocate?



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Anyone and everyone can be an advocate!



Why is advocacy important?





Why is advocacy important?

Allows us to advance the issues we care about and help bring about lasting change for the people and communities we serve.



- Raise awareness
- Create change
- Movement building

What are some ways to engage in advocacy?



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Being Present

Listening

Documenting the Problem

Story Telling

Identifying a Solution

Asking for Help



What are some ways to engage in advocacy?



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“Pre-policy” –

Identify and/or propose solutions that address the concerns of the community

(e.g. use a survey, focus group, social event to solicit input)

Proposed policies –

Respond to policies or legislation at the local, state or federal levels

(e.g. sign letters of support or opposition, speak at BOS or city council meetings)

“Post-policy”–

Ensuring effective implementation of policies and advocate for improvements as needed

What are some ways to engage in advocacy?



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Formal Advocacy:

Individual

Administrative

Public Opinion - Press

Legislative: Federal, state, & local

Budget: Federal, state & local

Litigation



Concrete steps to take to start or deepen your advocacy



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Train & support your staff, board members, clients, volunteers to be effective advocates.

Evaluate your organization's mission and goals, and examine whether current programs involve advocacy.

Collaborate. Work in coalitions with groups to build momentum and raise awareness.

Meet with your elected officials. Share client stories (success and hurdles) and solutions.



Advocacy Resources

Bolder Advocacy:

<https://www.bolderadvocacy.org/>

Family Economic Security Partnership:

<http://www.first5coco.org/funded-programs/family-economic-security/>

Sparkpoint Contra Costa

Deeper Dive into Advocacy: A case study on a service provider's bold shift to social action

Join Ensuring Opportunity's campaign!

Stay informed & learn about opportunities for action

www.endpovertycc.org

Social media: @endpovertycc