

## **TELL US:**

Have you ever  
advocated or  
participated in an  
advocacy campaign?

Just type “Yes” or “No” in the  
chat box on your screen.



**WHILE YOU WAIT FOR THE WEBINAR TO BEGIN...**



# ADVOCACY WITH IMPACT

OCTOBER 16, 2020

*Presented by:*

*Liz Powell, Becky Watts &  
Andrea Harless*

# AGENDA

## *Advocacy With Impact*

- G2G Background
- Government Puzzle: How it Works
- Advocacy Plan
- Key Targets
- State and Federal Budget Processes
- Government Grants
- Elections
- Case Studies
- **Special Guest: Amy Gordon, Communities In Schools of Ohio**
- Final Tips
- Questions & Answers

# ABOUT G2G

*MAXIMIZING GOVERNMENT  
OPPORTUNITIES FOR GROWTH*

**SINCE 2007, WE'VE RAISED  
\$277M FOR CLIENTS.**

- We lead bipartisan advocacy campaigns on federal, state and local levels of government
- We organize Statehouse Days and Capitol Hill fly-ins
- We are determined to make a difference

**LOCATIONS IN CLEVELAND - COLUMBUS - CAPITOL HILL, WASHINGTON, D.C.**



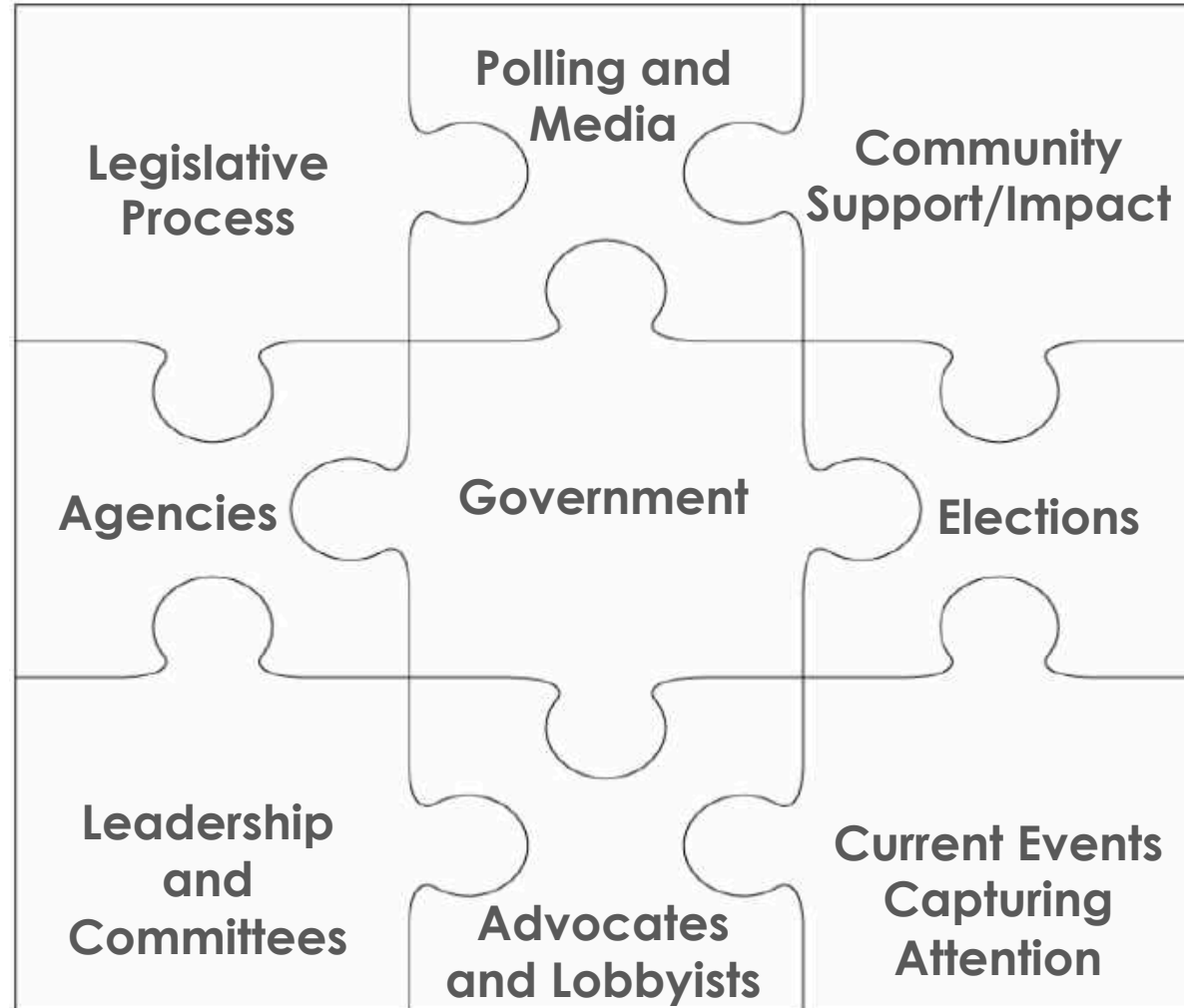


# GOVERNMENT & ADVOCACY

*Understanding how it works*

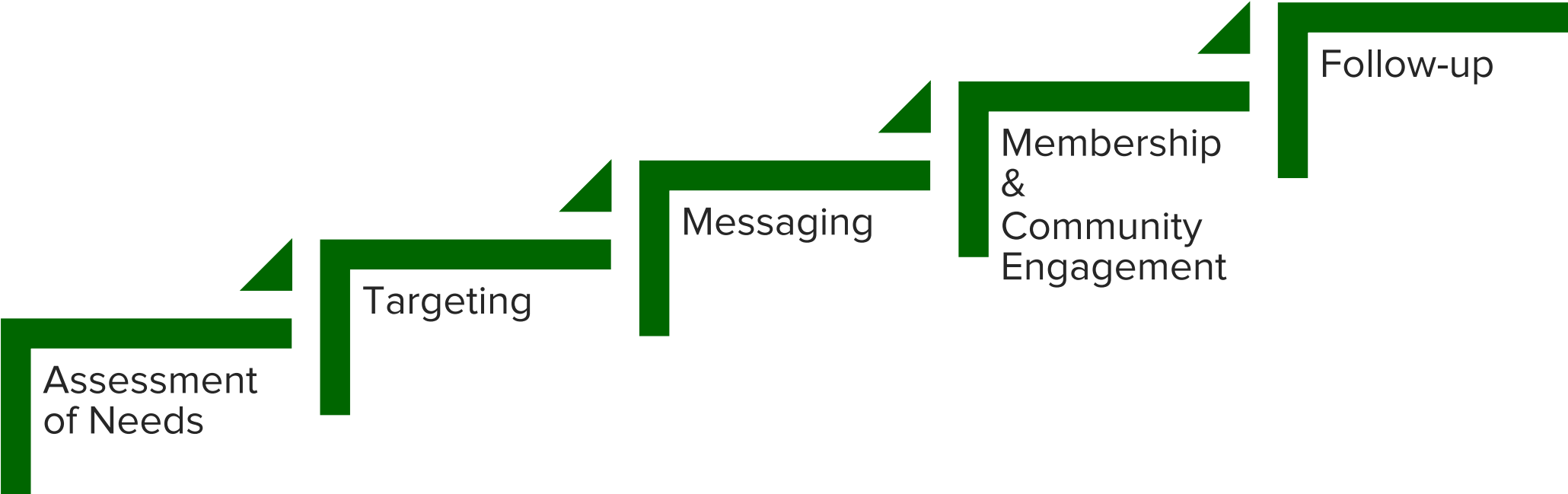
# GOVERNMENT PUZZLE: HOW IT WORKS

*Advocacy With Impact*



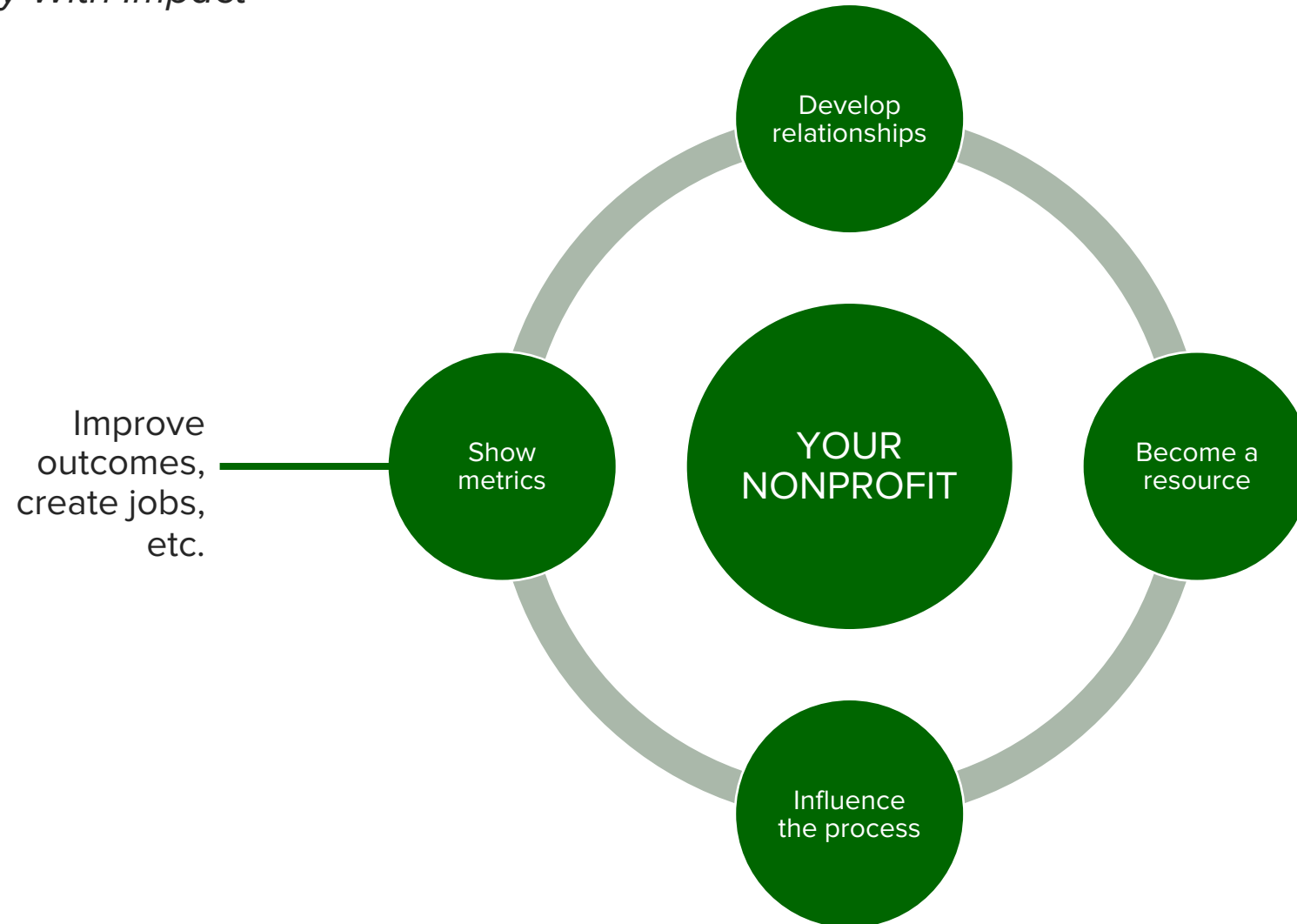
# ADVOCACY PLAN

*Advocacy With Impact*



# STRATEGY: MAXIMIZE OPPORTUNITIES FOR SUCCESS

*Advocacy With Impact*





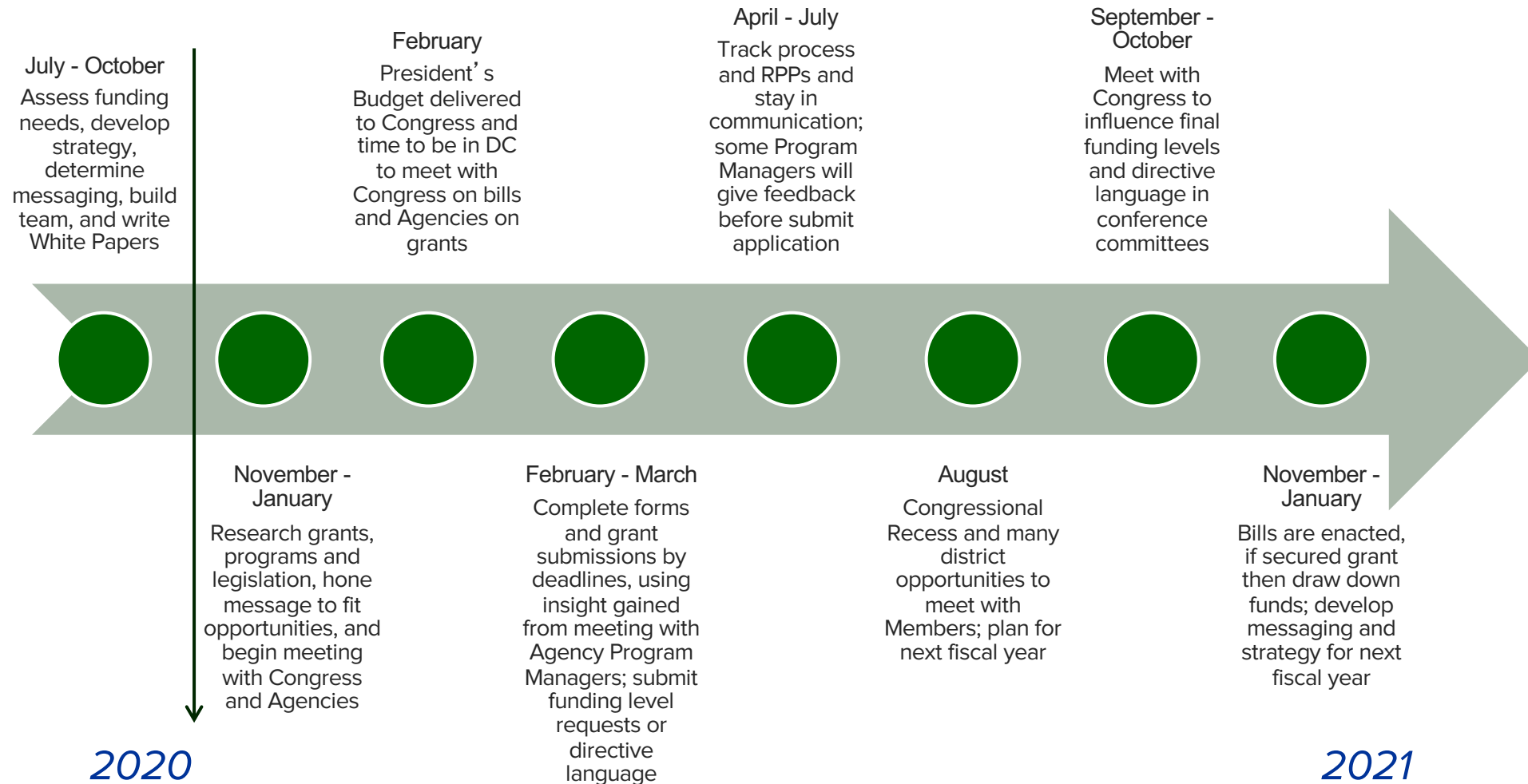
# KEY TARGETS

## *Advocacy With Impact*

- **Your legislators**
  - Federal, state, and local
- **Leadership**
  - House and Senate Majority and Minority
- **Committee Leadership**
  - Finance
  - Finance Subcommittees
  - Subject area committees
  - Other areas you touch
- **Caucuses**
  - Study Committees/Working Groups
  - Legislators with shared interests
  - Federal or State Budget

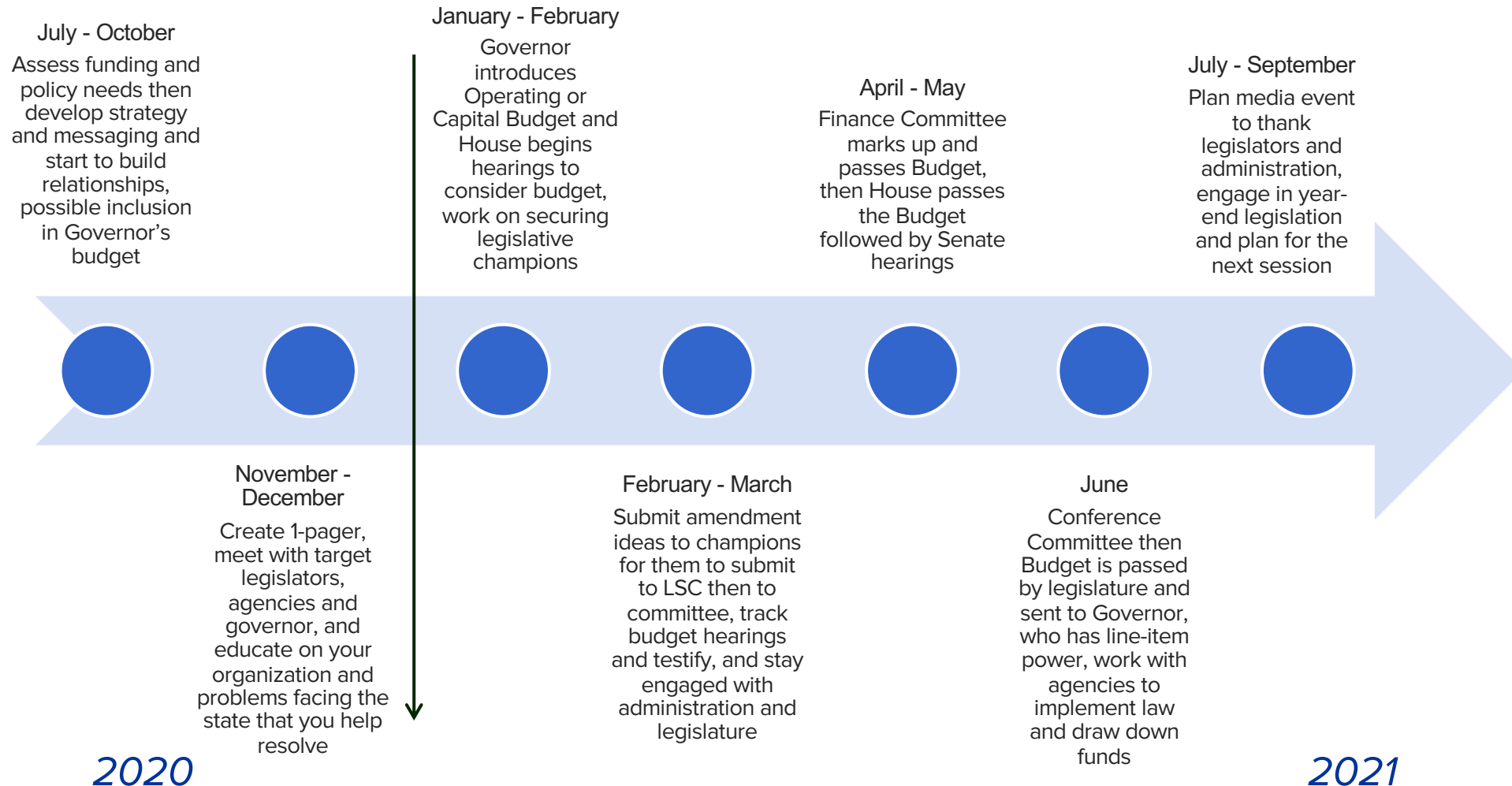
# FEDERAL BUDGET TIMELINE

*New fiscal year starts October 1 each year*



# STATE PROCESS: OPERATING & CAPITAL BUDGETS

*New fiscal year starts July 1 each year*



# GRANTS

*Advocacy With Impact*

- **Federal Grants**

- [www.grants.gov](http://www.grants.gov) – Federal Grants
- [www.fbo.gov](http://www.fbo.gov) – Federal Grants and Contracts
- [www.cfda.gov](http://www.cfda.gov) – Catalog of Federal Domestic Assistance
- Federal Agency Websites

- **State Grants (examples)**

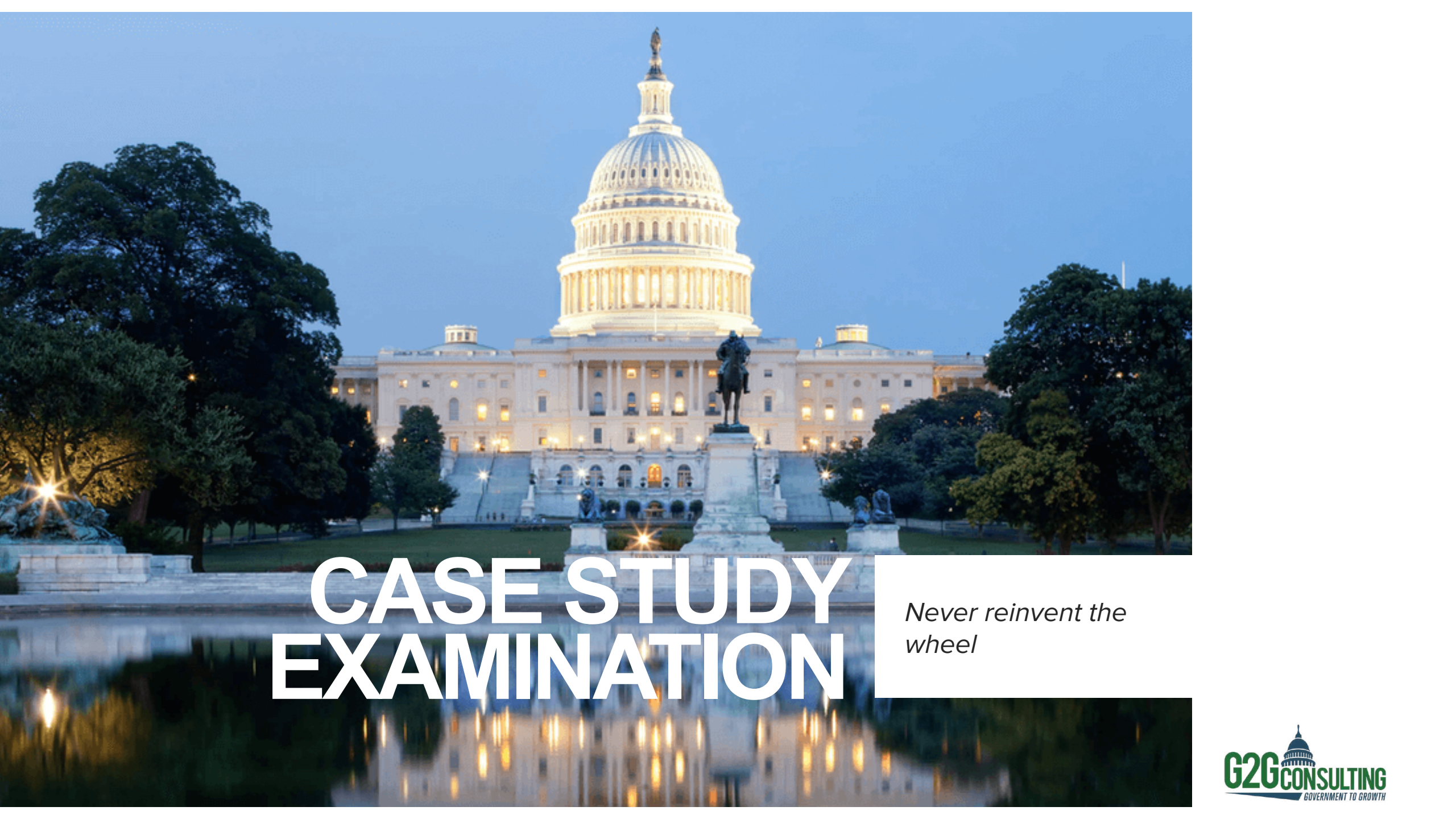
- Ohio Governor's Office of Faith-Based and Community Initiatives
  - 2019 GRANTS: \$13,285,000
  - [www.faith-based.ohio.gov](http://www.faith-based.ohio.gov)
- Ohio Department of Health
  - Who We Are > Funding Opportunities
  - [www.odh.ohio.gov](http://www.odh.ohio.gov)
- Ohio Department of Education
  - <http://education.ohio.gov/Topics/Finance-and-Funding/Grants-Administration/Grant-Opportunities>

# ELECTIONS

## *Advocacy With Impact*

- **Appropriate Engagement for Nonprofits**
  - Tours, meetings and speaking engagements about the organization's work
  - Issues/Levies
  - Register to vote and voter drives
  - Voter education activities on issues
    - Holding public forums at your organization
    - All candidates must be invited
- **Inappropriate Political Activities for Nonprofits**
  - Endorse candidates
  - Participate or intervene in a campaign
  - Make political contributions to a candidate (i.e. donations or loans)
  - Make in-kind contributions (i.e. use of facilities, donation of staff time or use of equipment)
  - Post materials/links to your organization's website or social media pages that favors a candidate

*YOU CAN ENGAGE AS  
AN INDIVIDUAL IN ANY  
POLITICAL ACTIVITY!*



# CASE STUDY EXAMINATION

*Never reinvent the  
wheel*

# COMMUNITIES IN SCHOOLS | OHIO

Amy Gordon, Executive Director



## GOAL

- Educate on the need for Integrated Student Supports in schools
- Raise awareness of the impact of the CIS model
- Secure funding

## RESULTS

- \$400,000 over the state biennium for Communities In Schools of Ohio
- Expansion of CIS model into 5 other cities in Ohio
- \$200,000 through City of Columbus – Leveraging state legislators' support for federal CARES Act dollars

## STRATEGY

- Identify government targets – CIS delegation, legislative leaders and agencies
- Assess legislative vehicle – State Operating Budget bill
- Develop White Paper
- Cultivate Legislative Champions
- Draft Budget Amendment
- Deliver Testimony before House and Senate Finance Subcommittees
- Leverage network for Support Letters
- Invite Legislators to CIS events and locations

# ADVOCACY WORKS

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## RESULTS

**\$115:\$1**

Return on  
investment

**\$26.6 billion**

In TOTAL leveraged  
funding

**13**

States positively  
impacted

The National Committee for Responsive Philanthropy conducted research in 2012 to find evidence of impacts of foundation-funded policy advocacy, community organizing and civic engagement. Foundations spent \$231 million across 110 nonprofits and produced these results.



# FINAL TIPS

## *Advocacy With Impact*

- Know your needs
- Understand how the system works – timing is key
- Develop list of target public officials and agency leaders
- Use strategic messaging and communications – white papers, proposals, media engagement, action alerts for your supporters, etc.
- Build relationships and nourish them
- Know the process for legislation, rule-making, hearings, etc.
- Invite public officials and staff for tours
- Engage the community you serve – grassroots organizing
- Be persistent, succinct and clear
- Follow up and stay in touch
- Be aware of politics

***NEVER GIVE UP!***

THE  
**SHAUNA M. SORRELLS**  
PROGRAM



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\*\*\* APPLICATIONS OPEN \*\*\*

## **THE INAUGURAL SHAUNA M. SORRELLS GRANT AWARD**

This year we launch the Shauna M. Sorrells Program to provide a \$10,000 grant to a nonprofit that dedicates meaningful services and programs to women and children, especially women of color. Shauna dedicated her life to making a difference, primarily in affordable housing as a national leader and found creative ways to address the holistic needs of families and children through the provision of stable housing in a supportive, growing community setting. By addressing health, education, employment and housing needs, Shauna's leadership helped tens of thousands of people for years to come. During her short time with us from 1972-2019, she made a significant impact. The purpose of this award is to honor her legacy and continue her work by making a difference within communities most in need.

**Applications will be accepted through November 16 at midnight. Learn more and apply today!**



# THANK YOU

## G2G Team

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(Washington, D.C.)*

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