

# Advocate Effectively: Tips and Resources To Expand Your Impact

## Overview

You do important and critical work in our communities, but you can make an even bigger impact on issues with public policy advocacy. Effective advocacy calls for strong relationships with elected officials and allies.

### **Webinar**

Advocate Effectively with Christina Wong

<https://vimeo.com/226805804>

Date: Thursday July 20, 2017

In this webinar, you'll learn the skills, resources, and helpful tips for building those relationships so that together, we can build stronger, healthier communities.

This webinar will help you to:

- Understand the importance and impact of engaging in public policy advocacy
- Build skills to help establish relationships with elected officials to make a positive impact in your community
- Find resources for being an effective advocate

### **Presenter**

[Christina Wong](#) - Public Policy Manager, Northwest Harvest

Christina studied social work and policy at the University of Chicago and is a graduate of the University of Washington School of Law. She has over 20 years of experience as an advocate for social justice issues, including her work with survivors of interpersonal violence, disability rights, comprehensive immigration reform, and child welfare. Christina provides information and updates on food and nutrition issues and educates state and federal lawmakers about the needs of our clients in order to strengthen and restore our public safety net. She is also the Chair of the steering committee for the Anti-Hunger & Nutrition Coalition.

### **Resources needed**

1. Computer. We recommend you download the webinar onto the desktop so that you aren't relying on the Internet.
2. Projector/screen or HD television.
3. Handouts
  - Discussion Guide ([next page](#))
  - [Webinar PowerPoint](#)

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## Discussion Guide

### Key questions

- Is there a specific issue or problem that your organization is currently facing for which advocacy may be an effective strategy?
- After this webinar, how have your views on advocacy changed?

### Clips of video

#### **3:08 – 12:15 – What is advocacy and why advocate**

*Christina reviews what constitutes as advocacy and communication solutions.*

- What issues does your organization seek to find a solution to? How might you communicate this issue with policymakers?

#### **12:16-49:27 – Relationships**

*Christina discusses ways in which to communicate with your community lawmakers and strategies to make your organization heard.*

- What strategies will you implement to communicate with policymakers to create an effective relationship?
- What are personal stories your organization can share with lawmakers to educate them about your mission and vision?
- Which of these communication strategies will be most beneficial to you?

#### **49:28-1:01:20 – Timely Topics**

*Christina shares current Federal and State advocacy issues*

- Which of these current topics most impacts your organization?
- Are there any issues within your city or county you wish to address, which are specific to your location?

### Action steps

- Reach out to your representatives in one of the ways discussed in the webinar.
- Establish your story to influence votes.
- Establish a relationship with politicians and partner organizations to find a common solution.

### Resources for further study

Tools:

If you are looking for more information on advocacy and coalitions contact Washington Nonprofits or 501 Commons for ideas and upcoming workshops.

Reading:

- [Congressional Management Foundation](#)
- [Northwest Harvest's Advocacy Update on the House Budget](#)
- [Washington Nonprofits' Johnson Amendment Action Alert](#)
- [Washington Nonprofits' List of Washington-based Coalitions](#)