

BUILD A  
***MOVEMENT!***

## Tools to Use Public Policy to Achieve Your Nonprofit's Mission



WASHINGTON NONPROFITS

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Part of a series. Download the rest from the Washington Nonprofit Institute:

**[wanonprofitinstitute.org/advocacy](http://wanonprofitinstitute.org/advocacy)**

**IMPORTANT NOTE**

This information is provided for educational purposes only. It does not constitute legal advice. If you are unsure about anything covered in this toolkit, we suggest that you contact the appropriate agency or an attorney. In Washington State, Wayfind is a great place to start: [wayfindlegal.org](http://wayfindlegal.org).

**Thank you!**

The following individuals have served as advisors and shared tools to develop this toolkit.

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**MORE FINE PRINT**

*Build a Movement!* was written for 501(c)(3) nonprofits in Washington State. Much of the information here is also useful for other types of nonprofits, who can also participate in advocacy but may have differing rules or limits. If you are using this resource outside of Washington, make sure you consult the laws that govern advocacy and lobbying where you are. You might start with your state's nonprofit association and the state agency that oversees nonprofit organizations in your state, often the offices of the Attorney General or Secretary of State.

Local jurisdictions have their own rules. In the City of Seattle, for example, you need to register as a lobbyist to try and influence legislation by the City Council. Check with your city or county to make sure you comply with relevant rules. The best ways to check are searching Google with the county or municipality name and the words "lobbying disclosure" (ex. Pierce County lobbying disclosure) or call the local council and ask if they have a lobbying disclosure requirement.

**Washington State  
Public Disclosure Commission**  
711 Capitol Way South #206  
PO Box 40908  
Olympia, WA 98504-0908  
(877) 601-2828  
(360) 753-1111

Email: [pdcc@pdc.wa.gov](mailto:pdcc@pdc.wa.gov)  
Website: <https://www.pdc.wa.gov>

**Internal Revenue Service**  
(800) 829-4933  
<https://www.irs.gov/help/contact-my-local-office-in-washington>

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## Activity Key

We have compiled a set of activities that will help you build a movement. The key below explains the kind of information you'll find in this activities guide. On the following page, you'll find the *Build A Movement!* planner, which shows all the activities in perspective.

Activity symbol	Name of the activity
<b>What this means</b>	This is a high level description of the activity.
<b>What you need to know</b>	There are two kinds of knowledge listed here: CORE: Information you need to complete this activity. MORE: Additional information that would be helpful.
<b>Helpful tools</b>	 This symbol tells you there is a document in our "toolbox" that goes with this activity. The "toolbox" can be found online: <a href="http://www.wanonprofitinstitute.org/advocacy">www.wanonprofitinstitute.org/advocacy</a>
<b>Who is involved</b>	These are key people to engage in this activity.  A few times we refer to "champions." A champion is someone who "gets it," who wants to contribute in big picture, systems changing ways. It is less important about their formal role with the organization and more important that they are an evangelist for the mission and the importance of using policy as a tool to build a movement. Find your champions!
<b>Steps forward</b>	Step-by-step guide forward.
<b>What could go wrong</b>	Always good to be prepared for when things don't go as planned! Our experts have shared what could go wrong so that you can have contingencies in place.

**Build A Movement! is organized into these four areas of advocacy.**

Use these icons to help you navigate the Activity Guide.



# BUILD A MOVEMENT!

Tools to Use Public Policy  
to Achieve Your Nonprofit's Mission



WASHINGTON NONPROFITS

Download the materials at  
[wanonprofitinstitute.org](http://wanonprofitinstitute.org).

## EVERYDAY ACTIVITIES



Stay informed  
on policy  
issues



Take a  
public stand



Create a  
policy plan



Join or build  
a coalition



Purpose  
mapping



Mobilize  
people



Tell a story

What do  
you want  
to build?

## URGENT ADVOCACY

Advocacy that addresses  
the need to respond when  
something unplanned happens.

## EVERYDAY ADVOCACY

Basic good practice  
and upkeep of your  
organization so that  
you are nimble,  
resilient, and ready  
to serve.

## STEP-IT-UP ADVOCACY

Everyday advocacy, plus  
you take advantage of  
the benefits that  
lobbying provides  
nonprofit organizations.

## GROUNDWORK FOR ADVOCACY



Understand your work

## ACTIVITIES TO GET READY



Understand advocacy

## ACTIVITIES TO STEP IT UP



Develop a  
power map



Practice  
scenarios



Meet with  
legislators



Register as  
a lobbyist in  
Olympia

## URGENT ACTIVITIES



Letter sign-on



Testify in  
Olympia




Write an  
opinion piece  
for your local  
newspaper



Action alert




## Build knowledge about your sector, work, or organization

<b>What this means</b>	The more your board and staff know about your sector, work, or organization, the better they will be able to advocate with policy makers, decision-makers, and your community. Here are some ideas on how to fit learning into your board or staff meetings.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>Any information in this toolkit can be used for learning and discussion within your organization. Use the “reflection” prompts for more ideas.</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>Information about the nonprofit sector and your field of service (housing, arts, etc.)</li> <li>Testimonies from the people you serve about how policies impact them</li> <li>Purpose mapping that connects your mission with a larger cause</li> <li>Organizational history and experience in advocacy</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>Story Gathering Tool</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>Board chair</li> <li>Board members</li> <li>Executive Director</li> <li>Program director/ lead staff</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>Informally survey or use one of the tools in this toolkit to gauge what people want to learn about.</li> <li>Create a list of topics to rotate through meetings.</li> <li>Set aside 15 minutes with existing meetings for a focused conversation.</li> <li>Set aside more time in a retreat for generative conversations.</li> <li>Encourage learning through reading, guest speakers, site visits or other means.</li> <li>Join a coalition to help you keep up in your field.</li> </ol>
<b>What could go wrong</b>	<p>You might get too busy to set aside for learning. Frame learning as a good investment of time. Consider some training on how to better organize board meeting time.</p> <p>You might face resistance of people who don't want to learn. Add learning to your organization culture. Remember, it may take time.</p>



## Build knowledge and skill related to policy and advocacy


<b>What this means</b>	It is helpful to hone your skills before entering conversations where you need to make your case. You also need to understand how government works and which policymakers to talk to. Here are some ideas on how to fit skill-building into your board or staff meetings.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• The <b>Introduction and Groundwork Guide</b> of the <i>Build A Movement!</i> toolkit provides key resources to build policy knowledge and skill. Use the “reflection” prompts for more ideas.</li> <li>• How government works.</li> <li>• How to conduct non-partisan policy research and discussion.</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• How to tell a story</li> <li>• How to give elevator pitches</li> <li>• How to draw out stories</li> <li>• Who your legislative representatives are. Which policymakers can make the change you are seeking?</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Civics quiz</li> <li>• Issue identification and research worksheet</li> <li>• Schoolhouse Rock</li> <li>• Who Decides? guide</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board chair</li> <li>• Board members</li> <li>• Executive Director</li> <li>• Program director/ lead staff</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Informally survey or use one of the tools in this toolkit to gauge what skills people need.</li> <li>2. Create a list of topics to rotate through meetings.</li> <li>3. Set aside 5 minutes to explain the skill and 15 minutes to practice it</li> </ol>
<b>What could go wrong</b>	<p>You might get too busy to set aside time for learning.</p> <p>Learning about the legislature may be confusing at first, and people may be embarrassed that they don’t already know more.</p>



**EVERYDAY  
ADVOCACY**



## Map your purpose

<b>What this means</b>	<p>Why does your organization exist? What difference do you hope to make in the world? What problem was so bad—or opportunity so important—that a community of people banded together to do something about it?</p> <p>A board that deeply understands its purpose is better positioned to build connections to further your mission.</p>
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Why knowing your purpose matters</li> </ul>
<b>Helpful tools</b>	<div>  <ul style="list-style-type: none"> <li>• Purpose Mapping Activity</li> <li>• Blank paper</li> <li>• Colored pens</li> </ul> </div>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Board chair</li> <li>• Board members</li> <li>• Staff members</li> <li>• Volunteers</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Explain what an organization's "purpose" is. It is why you exist, what difference you hope to make in the world. It is larger than your mission.</li> <li>2. To find your purpose, you can write down your mission and ask "so what" or "why does that matter" three times. The result should eventually be a sentence where your organization is NOT the subject of the sentence.</li> <li>3. Give examples of purpose statements from other organizations.</li> <li>4. Invite participants to come up with your purpose. Put it at the center of the page (inside a "sun").</li> <li>5. Map all of the topics that connect with that purpose. What needs to be addressed to make progress on that purpose?</li> </ol>
<b>What could go wrong</b>	<p>The group doesn't push hard enough to get to a purpose that is deep enough. The purpose still has the organization at the center of it.</p>






## EVERYDAY ADVOCACY



### Stay informed on policy issues


<b>What this means</b>	You are “in the loop” on what local and national coalitions and other groups are working on. You know what is going on generally in the policy world related to your work. You receive regular digests or other information. You share relevant information with your board or staff.	
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Why a coalition can help</li> <li>• How to track bills in the Washington State Legislature online</li> <li>• Which credible news sources to read</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• What local coalitions or networks are working on your issue.</li> <li>• What local policies are being shaped by your city or county.</li> </ul>	
<b>Helpful tools</b>		<ul style="list-style-type: none"> <li>• Coalitions in Washington list</li> <li>• Sources for Nonprofits information</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Policy champion board member</li> <li>• Policy champion staff member or volunteer</li> </ul>	
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Network with peer organizations or join a coalition.</li> <li>2. Take time to read the news.</li> <li>3. Subscribe to relevant newsletters and updates.</li> </ol>	
<b>What could go wrong</b>	You could be steered wrong by fake news. Always make sure your sources are credible.	



## EVERYDAY ADVOCACY



### Join or build a coalition


<b>What this means</b>	There are many coalitions in our communities already working on issues we care about. Our first order of business is to find them and connect to them. If there is not a coalition working on your issue, consider connecting your partners. Create the space for shared conversations about how to influence policy.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Why a coalition can help</li> <li>• Purpose mapping (how to center purpose over organization)</li> <li>• How to form a coalition</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Local coalitions or networks working on your issue.</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Purpose mapping activity</li> <li>• Coalitions in Washington list</li> <li>• Bolder Advocacy Coalition Checklist</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Program staff leader</li> <li>• Board member or volunteer if no staff</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Discuss why being a part of a coalition is a good idea for your organization.</li> <li>2. Determine if you are already part of a coalition. If so, learn more about their policy positions and how you can get more involved.</li> <li>3. If you are NOT part of a coalition, identify an appropriate one and inquire how you can get involved. Subscribe to their news updates. Ask if they have a regular policy call. Find out what membership costs to see if you should join.</li> <li>4. If you find that there is not an existing coalition working on your issue, consider forming one. Use the Bolder Advocacy Coalition Checklist for pointers.</li> </ol>
<b>What could go wrong</b>	A coalition is a community of organizations working together, and that collaboration takes communication and trust. Joining the wrong coalition or not taking time to invest in trust-building activities could mean that you don't get the advantages of being a part of a coalition.



## EVERYDAY ADVOCACY



### Mobilize people


<b>What this means</b>	Building a movement really means mobilizing people for your cause. People coming together around a shared purpose can effectively move policy and practice. Your work, stories, and connections play key roles in catalyzing the energy of your supporters towards solutions.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Who are your supporters?</li> <li>• What are their interests?</li> <li>• How will you communicate with them?</li> <li>• What call to action will you issue?</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• What connections do your people have to policymakers?</li> <li>• Are any local coalitions/networks mobilizing people on your issue?</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Lists of your members, donors, volunteers, etc.</li> <li>• Story Gathering guide</li> <li>• Power Mapping sample</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Program staff leader</li> <li>• Board member or volunteer if no staff</li> <li>• Supporters</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Develop a clear understanding of the issue and its impacts.</li> <li>2. Determine who your supporters are. Use tools like the power mapping exercise or your donor or volunteer databases to identify people who are connected to you and might care about the issue.</li> <li>3. Reach out to ask them to get involved.</li> <li>4. Articulate what interests they have in the issue. (Always communicate with them by speaking to their interest.)</li> <li>5. Gather their stories to illuminate the issue for policymakers.</li> <li>6. Ask your people to speak out and ask for change.</li> </ol>
<b>What could go wrong</b>	It takes trust, effective communication, and motivated people to build a movement. If you don't have the people power to nurture these relationships, you could fall short. Outside factors could also limit your success.

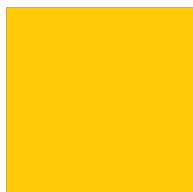


## EVERYDAY ADVOCACY



### Take a public stand in the work of the organization


<b>What this means</b>	You are already telling the story of your organization to donors and your community. The materials you share should include your advocacy work. Your board and staff know that policy is one way that you achieve your mission.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Legal rules related to advocacy and lobbying</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Knowledge of your issue</li> <li>• Current policies related to your issue</li> <li>• Your position on key policies</li> <li>• Who represents you</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• <i>Build A Movement!</i> Introduction and Groundwork Guide</li> <li>• Issue identification worksheet</li> <li>• Research Guide</li> <li>• Single Issue Fact Sheet</li> <li>• Policy Platform samples</li> <li>• Decision-Making Process worksheet</li> <li>• Decision-Making Process sample</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Program staff leader</li> <li>• Board members</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Discuss policy with your board and staff</li> <li>2. Take a position on one or more issues (board approval recommended)</li> <li>3. Share your position and actions taken</li> </ol>
<b>What could go wrong</b>	<p>Pushback from board and staff members.</p> <p>Pushback from donors.</p> <p>Other partners pulling you in different directions.</p>



## EVERYDAY ADVOCACY



### Create a policy plan


<b>What this means</b>	You have a written plan that provides clear direction to the organization and its leaders. You have a consistent message about primary and second issues related to your work. You have identified core areas of interest.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• How to develop a plan</li> <li>• Who needs to make decisions</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• What is important to your work now and into the future</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>Policy Plan template</li> <li>Policy Plan sample</li> <li>Public Policy Health Checkup</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Policy champion board member + full board</li> <li>• Policy champion staff member or volunteer</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Define your issues and positions</li> <li>2. Define your roles and responsibilities</li> <li>3. Outline the actions you will take to influence policy</li> <li>4. Build public policy into your existing plans</li> </ol>
<b>What could go wrong</b>	<p>Be sure you vet your plans with your board of directors. Moving forward without their support is risky.</p> <p>Plans are great, but some policy issues are emergent. Don't be so tied to your plan that you are unwilling to adapt or consider new issues that come up and might have a big impact on your mission.</p>

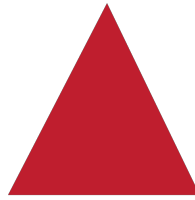


## EVERYDAY ADVOCACY



### Tell a story


<b>What this means</b>	You have a powerful tool to draw someone into your cause: Storytelling. By telling a story, you use a well-tested structure to convey a larger message of struggle and achievement. You humanize the issue.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• The basic framework of a good story</li> <li>• Stories from clients, constituents, or others who will be impacted by the policy</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Data related to your issue: How many people like this person exist?</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Storytelling Tool</li> <li>• Story Gathering Guide</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Anyone</li> <li>• Clients, constituents, or people impacted by policy</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Listen to one or more stories of impact</li> <li>2. Shape what you hear into a clear story <ol style="list-style-type: none"> <li>a. Introduce the main character</li> <li>b. Frame the problem (barrier holding person back)</li> <li>c. Solution to problem</li> <li>d. Lesson (key message)</li> <li>e. Next step (a way for the listener to take action)</li> </ol> </li> <li>3. Gather supporting data for the story</li> <li>4. Practice the story</li> <li>5. Deliver the story</li> </ol>
<b>What could go wrong</b>	The person to whom you are telling the story could have pre-conceived notions about the person you are describing. They may not understand the barriers or opportunities that you are talking about. They may see this person's challenge but not how this person is representative of many more people.

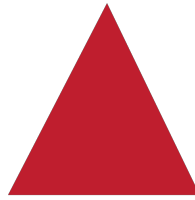


**URGENT  
ADVOCACY**



**Letter sign on**


<b>What this means</b>	A partner organization has written a letter about an important policy decision in front of the legislature. They ask your organization to “sign on” to the letter, meaning to commit to the position stated in the letter in a public way. You are ready: You know the issue and you have a process in place to approve the action. Alternatively, your organization may take the lead and ask others to participate.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Lobbying rules related to call to action</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Your issue</li> <li>• The policies impacting your issues</li> <li>• How decisions get made within your organization</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Sign-on Letter process &amp; sample</li> <li>• Decision-Making Process sample</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board chair</li> <li>• Public policy committee</li> <li>• Executive director</li> <li>• Program director/lead staff</li> </ul>
<b>Steps forward</b>	<p>TO SIGN ON</p> <ol style="list-style-type: none"> <li>1. Inform your organization’s leadership and make sure they agree with taking a public position on the issue at hand.</li> <li>2. Make sure you have time to meet the deadline, then follow your decision-making process.</li> <li>3. Add your organization’s name as a signer.</li> </ol> <p>TO LEAD</p> <ol style="list-style-type: none"> <li>1. Use the Sign-On Letter Tool</li> </ol>
<b>What could go wrong</b>	<p>Your organization may not reach unity about whether to sign the letter or may not have a decision-making process in place that is rapid enough to meet the deadline for signing on.</p> <p>The letter might be controversial, or there could be others signing on to the letter that you prefer not to be associated with.</p>



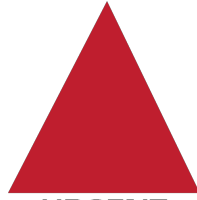
**URGENT  
ADVOCACY**



**Testify in Olympia**

<b>What this means</b>	You or a board member testifies in front of a committee in Olympia. You deliver a short presentation of information and story to influence a decision being made.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• How to track a bill</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Talking points, including a script</li> <li>• Effective public speaking</li> <li>• Logistics on hearing (when, who, how, etc.)</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Map of Olympia with legislative offices</li> <li>• Script for testifying template</li> <li>• Research Guide</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board chair</li> <li>• Board members</li> <li>• Executive Director</li> <li>• Program director/ lead staff</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Review the hearing schedules at the local, state, and federal levels.</li> <li>2. Contact the committee staff about testifying or sharing information remotely.</li> <li>3. Draft your oral and/or written testimony in accordance with the committee's rules.</li> <li>4. Deliver your testimony</li> <li>5. You can sign in as <b>Pro</b>, <b>Con</b>, or <b>Other</b> on bills using the terminal in the hearing room.</li> </ol>
<b>What could go wrong</b>	<p>Testifying may be stressful.</p> <p>A legislator could ask you a question you are unprepared for.</p> <p>You could say the wrong thing. A prepared script will help.</p>




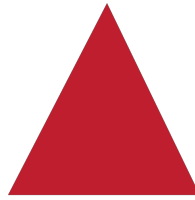


## URGENT ADVOCACY



### Send an action alert to your community


<b>What this means</b>	You invite your community to learn more and take action related to an urgent issue.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Grassroots advocacy rules</li> <li>• Who to target your action to</li> <li>• Email list for your community members</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Action Alert Guide</li> <li>• Issue Identification Worksheet</li> <li>• Grassroots Lobbying Checklist</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board chair</li> <li>• Board members</li> <li>• Executive Director</li> <li>• Program director/ lead staff</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Use the tools provided in this toolkit to understand the issue and develop key messaging around it.</li> <li>2. Work with your team to determine a key action that most people can take on your behalf. Remember to make it simple and give them the tools to accomplish it.</li> <li>3. Double check the grassroots lobbying rules to make sure you meet all of the PDC requirements for work focused on Washington state law.</li> </ol>
<b>What could go wrong</b>	<p>Your community might be too busy to take action.</p> <p>You might not have the contact lists to get information out quickly.</p>



**URGENT  
ADVOCACY**



**Write an opinion piece for your local newspaper**


<b>What this means</b>	You write and submit an Op-Ed or a Letter to the Editor on a policy issue to your local newspaper. You present compelling information and issue a “call to action.”
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• How to communicate your policy position effectively</li> <li>• Who else is doing this work (e.g., coalitions)</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• How to contact the media</li> <li>• How to form relationships with local media partners</li> <li>• Your newspaper’s rules for submitting an opinion piece</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>Letter to the Editor sample</li> <li>Op-Ed samples</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board chair</li> <li>• Board members</li> <li>• Executive Director</li> <li>• Policy committee</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Identify the media outlet that you would like to reach out to.</li> <li>2. Draft the piece.</li> <li>3. Get feedback on the piece from people in your organization and/or coalition partners.</li> <li>4. Submit the piece to the newspaper.</li> <li>5. Watch for publication.</li> <li>6. Be ready to share it via social media, your newsletter, and any other forms of communication you have.</li> </ol>
<b>What could go wrong</b>	<p>Your local newspaper may not be interested or available to run your piece.</p> <p>You may be competing with other breaking news on hot issues.</p>



**STEP-IT-UP  
ADVOCACY**



**Register as a lobbyist with the Washington PDC**


<b>What this means</b>	You have determined that you are lobbying above the threshold for reporting. You need to register with the Washington Public Disclosure Commission as a lobbyist.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• The Washington PDC definition of a lobbyist</li> <li>• Thresholds and exemptions that may apply</li> <li>• Process for registering and reporting</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Tips to navigate the PDC's website</li> <li>• Lobbying tracking form</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Person lobbying</li> <li>• Executive Director</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Determine that you need to register.</li> <li>2. Complete PDC form L1 within 30 days of lobbying.</li> <li>3. Report lobbying activities monthly on the 15<sup>th</sup> of the month following the lobbying activity.</li> <li>4. Mark your calendar to report every month, even if no activity. (You can always suspend your registration if you will be taking a break.)</li> </ol>
<b>What could go wrong</b>	<p>You forget to register.</p> <p>You forget to report.</p> <p>Someone finds out you have been lobbying without being registered and files a complaint.</p>



**STEP-IT-UP  
ADVOCACY**



**Develop a power map**








<b>What this means</b>	Power speaks when it comes to shaping policy. Power opens doors, makes connections, and elevates an issue's priority. You have power as an individual person who has stepped forward to solve a problem. You have power organizationally as a community of individuals who pool time, energy, and funds to make something happen. By mapping your power and connections, you can more effectively harness it. By mapping the power of various decision-makers, you can target your efforts to the people most likely to help you achieve your goal.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• How to develop a power map</li> <li>• Government structure (3 levels, 3 branches)</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• How a policy impacts you</li> <li>• Current and potential relationships</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• How to follow your money</li> <li>• Ways to build relationships with officials</li> <li>• Power Map sample</li> <li>• Power Mapping guide</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Executive Director</li> <li>• Board chair</li> <li>• Board members</li> <li>• Policy volunteers</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Map your relationships.</li> <li>2. Map the relationships of the public official you want to influence.</li> <li>3. Determine the sources of your public funds, if applicable.</li> <li>4. Determine who to contact and how to influence targeted policymakers.</li> </ol>
<b>What could go wrong</b>	<p>You could have insufficient connections to someone.</p> <p>You could be told no.</p> <p>You may have to be persistent to build a relationship.</p>



**STEP-IT-UP  
ADVOCACY**



**Meet with legislators**


<b>What this means</b>	You visit a legislator in Olympia or in their district office. Members of your community join you. You bring fact sheets and “leave behind” materials. You make a specific request or ask for a commitment.		
<b>What you need to know</b>	<div>CORE<ul style="list-style-type: none"><li>• Who represents you at what level of government</li></ul>MORE<ul style="list-style-type: none"><li>• Right person for your issue</li><li>• How to make an appointment</li><li>• How to make a request of a legislator</li><li>• How to tell your story</li></ul></div>		
<b>Helpful tools</b>		<div> Legislator contact information</div> <div> How to request a meeting with a public official</div> <div> Meeting Planner – Public Official</div> <div> Letter to official – sample</div> <div> “Leave Behind” List sample</div> <div> How to thank a public official</div>	<div><i>In general, legislative meetings start with introductions of everyone present, a statement about why the person or group is meeting with the official, and then a discussion of the advocacy case. During session, time is tight, so meetings have to be quick and discussions tend to be concise.</i></div> <div><i>During the interim period, time is not tight, and meetings generally occur in district offices. This enables you to have more time with an official away from the pressures of the legislative or congressional session.</i></div>
<b>Who is involved</b>	<div><ul style="list-style-type: none"><li>• Executive Director</li><li>• Program staff leader</li><li>• Board member or volunteer if no staff</li><li>• People who speak from experience about the issue you are discussing (clients, volunteers, family members affected by the issue)</li></ul></div>		
<b>Steps forward</b>	<div><ol style="list-style-type: none"><li>1. Decide who to meet and request a meeting</li><li>2. Prepare for the meeting, including determining who will attend</li><li>3. Attend the meeting</li><li>4. Follow up with a summary of the discussion and any additional information requested</li></ol></div>		
<b>What could go wrong</b>	<div>You could get a “no.”</div> <div>The meeting could be cancelled at the last minute.</div> <div>The meeting could go poorly.</div>		



## STEP-IT-UP ADVOCACY



### Practice scenarios

<b>What this means</b>	You have knowledge. Before going into a meeting or hearing, practice speaking about your issue to build your confidence and comfort.
<b>What you need to know</b>	<p>CORE</p> <ul style="list-style-type: none"> <li>• Prerequisite: Start with the “Build Knowledge” and “Build Skill” activities.</li> <li>• Prerequisite: Establish your position(s) and develop your key talking points</li> </ul> <p>MORE</p> <ul style="list-style-type: none"> <li>• Likely scenarios for the policy engagement you are planning</li> </ul>
<b>Helpful tools</b>	 <ul style="list-style-type: none"> <li>• Role Playing for Advocacy worksheet</li> <li>• Advocacy planner</li> </ul>
<b>Who is involved</b>	<ul style="list-style-type: none"> <li>• Board members</li> <li>• Executive Director</li> <li>• Program director/ lead staff</li> <li>• Staff members</li> </ul>
<b>Steps forward</b>	<ol style="list-style-type: none"> <li>1. Set aside time for role playing in a board or staff meeting.</li> <li>2. Copy the “Role Playing” worksheet and share it with participants.</li> <li>3. Use the “Advocacy Planner” to organize your collective thoughts on what you can say.</li> <li>4. Choose between a 15-minute presentation and a 5-minute “walking to the elevator” pitch.</li> <li>5. Assign roles. One or two people do the pitch. One person plays the legislator.</li> <li>6. Prepare. If you are making the pitch, find out the position of the legislator. If you are the legislator, know as much as you can about their view of the topic.</li> <li>7. Practice. Change roles and practice again.</li> </ol>
<b>What could go wrong</b>	It can be challenging to speak in public or ask for support for your cause. That is exactly why we recommend practicing first!