BUILD A MOVEMENT!

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

EVERYDAY ACTIVITIES

- Stay informed on policy issues
- Take a public stand
- Create a policy plan

EVERYDAY ADVOCACY

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

- Purpose mapping
- Tell a story
- Mobilize people

STEP-IT-UP ADVOCACY

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

- Develop a power map
- Practice scenarios

GROUNDWORK FOR ADVOCACY

Basic information about public policy

- Understand your work
- Understand advocacy
- Prepare for cycles.

URGENT ADVOCACY

How to play defense or act quickly

- Write an opinion piece for your local newspaper
- Action alert

URGENT ACTIVITIES

- Letter sign-on
- Testify in Olympia

ACTIVITIES TO STEP IT UP

- Meet with legislators
- Register as a lobbyist in Olympia

Activities to get ready

- Understand your work
- Understand advocacy

Ready to begin? Study the diagram and ask yourself these questions:

- Which type of advocacy matches your organization now?
- How do you want to be engaging in advocacy two years from now?
- Which of these activities have you done?
- Which of these activities would you like to be able to do?

This page contains typical activities for you to consider. You can mix and match them as needed.

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