

# 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



Join or build a coalition



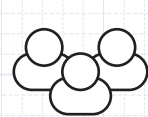
Purpose mapping



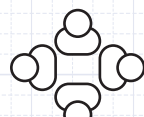
Tell a story



Mobilize people



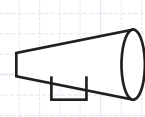
People



Culture



Plan



Communication



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## GROUNDWORK FOR ADVOCACY



Understand your work

### ACTIVITIES TO GET READY



Understand advocacy

Prepare for cycles.

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## URGENT ADVOCACY

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



Local



State



Federal

### URGENT ACTIVITIES



Letter sign-on



Testify in Olympia



Write an opinion piece for your local newspaper



Action alert

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## STEP-IT-UP ADVOCACY

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

### ACTIVITIES TO STEP IT UP



Develop a power map



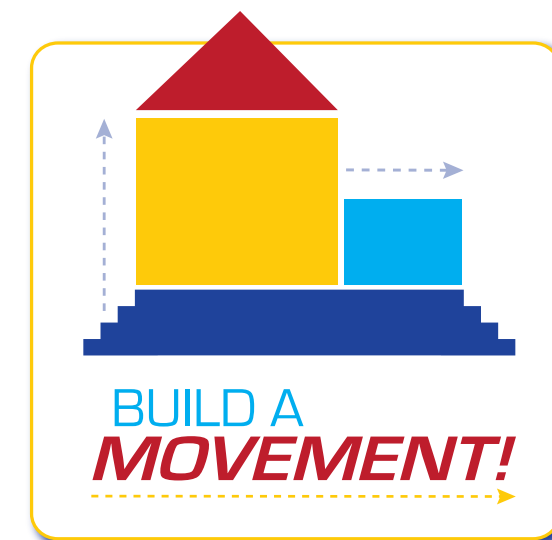
Practice scenarios



Meet with legislators



Register as a lobbyist in Olympia



You have the power to build a movement that moves your mission forward. The *Build a Movement!* Planner organizes nonprofit policy activities into four groups:

- GROUNDWORK FOR ADVOCACY**  
Basic information about public policy
- EVERYDAY ADVOCACY**  
How to be a credible voice
- URGENT ADVOCACY**  
How to play defense or act quickly
- STEP-IT-UP ADVOCACY**  
How to go upstream

**Build a Movement!** includes these elements to help you move forward:

**Guide:** A comprehensive resource with information, tips and charts, and step-by-step instructions for the activities shown here.

**Videos:** Short videos on key topics.

**Interactive graphic:** An online graphic with embedded tools, video, and more to help you explore advocacy.

**Tools:** Key documents ready to grab and use.

**Resources:** Links and more offered by other organizations.

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

**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?



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