

# Advocacy 101: Make ending hunger a policy priority in your state

*This was made possible by the generous support of the Arby's Foundation.*





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# Welcome & Introduction

Bernadette Di Rita, Advocacy Manager  
*Share Our Strength*

## Session Goals

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Better understand how advocacy helps communities achieve significant program impact.



Learn from examples of how to best engage in state and local advocacy.



Answer questions about what organizations can or cannot do related to advocacy and where to find more information.

# City/State legislation makes a difference for breakfast



## Policy also impacts Summer & Afterschool Meals

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Legislators have taken steps to increase participation through policy:

### *Summer -*

- Provides funding to summer meals sponsors to support program activities
- Requires schools to offer summer meals programs
- Provides waivers to streamline administrative processes

### *Afterschool Meals –*

- Provides grants to school districts for after-school and nutrition services.
- Provides grants to school districts, community organizations, and government agencies to purchase or upgrade equipment; to comply with sanitation requirements; to conduct outreach, or fund program activities.

## Advocacy Experts

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- Nonprofit Advocacy: How to use advocacy to achieve your goals  
Nona Randois, Southern California Director, Alliance for Justice
- Approaching advocacy as a nonprofit organization  
Christine Browder, Director of Government Relations & Strategic Partnerships, *Texas Hunger Initiative, Baylor University*
- Perspectives of a state legislator  
Kathy Webb, Executive Director, *Arkansas Hunger Relief Alliance* and Representative in the Arkansas House of Representatives from 2007 to 2013
- Advocacy communications and messaging strategy  
Christy Felling, Director, Strategic Media and External Affairs, Communications, *Share Our Strength*



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# Nonprofit Advocacy: How to use advocacy to achieve your goals

Nona Randois, Southern California Director

*Alliance for Justice*

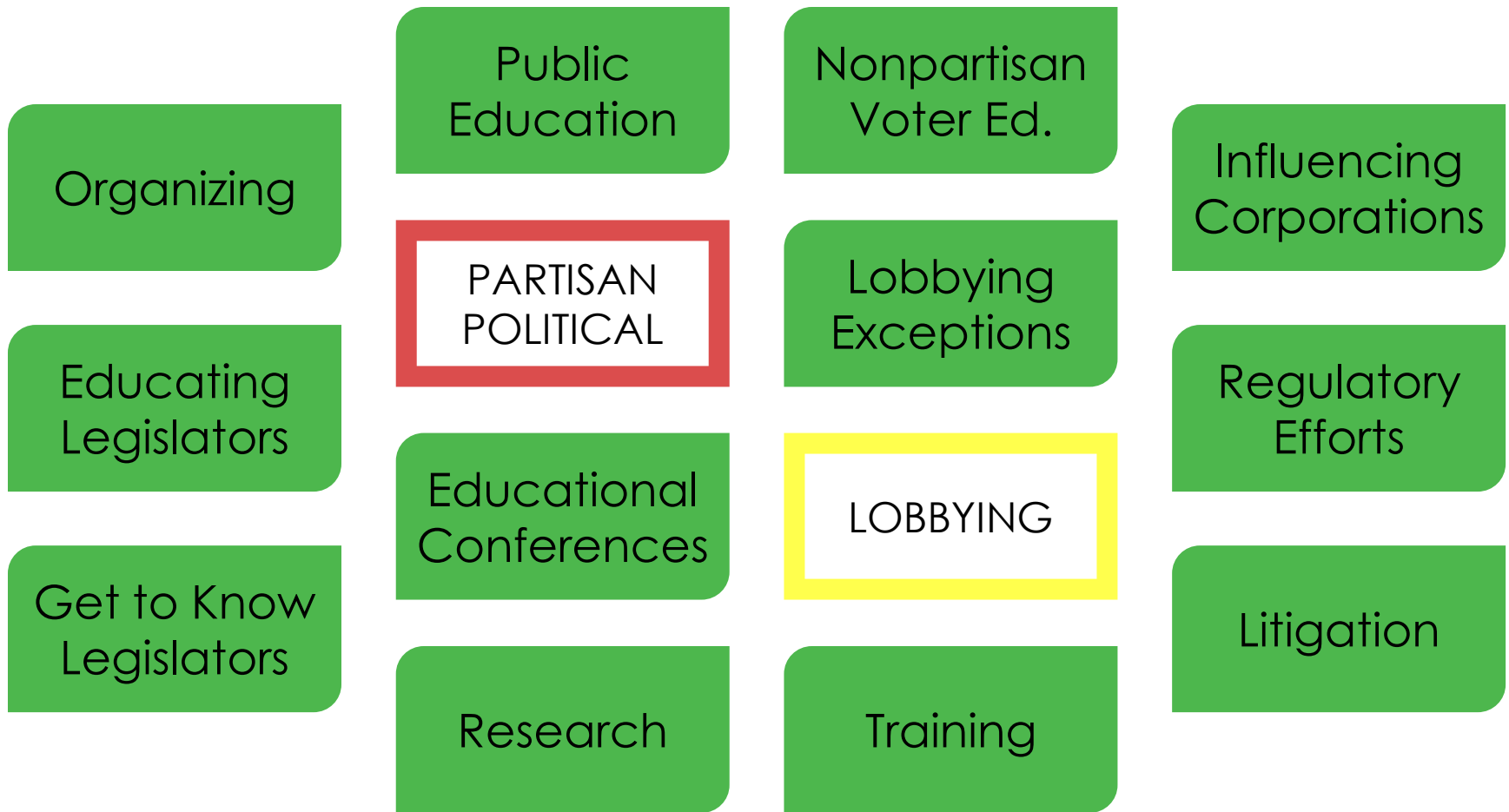
nona@afj.org

WHAT IS  
**ADVOCACY?**



# ADVOCACY

Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.



# AVENUES OF ADVOCACY

501(c)(3) Public Charities

501(c)(4)s

501(c)(5)s

501(c)(6)s

Examples



Tax Treatment

tax-exempt  
contributions  
tax-deductible

tax-exempt

Lobbying Activities

limited  
-insubstantial part  
or 501 (h)

unlimited

Electoral Activities

cannot support or  
oppose a candidate  
for office

secondary activity  
follow federal and  
state election law

WHAT IS  
**LOBBYING?**

# LOBBYING

In general, lobbying is an attempt to influence specific legislation by communicating views to legislators or asking people to contact their legislators.

*\*includes advocacy in support of or opposing ballot measures*



Nonprofits can  
and should  
**ADVOCATE &**  
**LOBBY** for  
**POLICY**  
**CHANGE!**



limit lobbying  
at all levels of  
government

disclose  
state / local  
lobbying

disclose  
federal  
lobbying

# LOBBYING LIMITS V. DISCLOSURE



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INITIATIVE  
BAYLOR UNIVERSITY

# Approaching Advocacy as a Nonprofit Organization

Christine Browder, Director of Government Relations & Strategic Partnerships  
*Texas Hunger Initiative, Baylor University*

Christine\_Browder@baylor.edu



## On the Ground: Lessons from Texas Hunger Initiative

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- **Site visits** raise awareness and show elected officials the importance of this program
- Community members (constituents) rely on you to **learn** about programs like summer meals or school breakfast
- Leverage your role as a community leader to ask organizations to **advocate** with you





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# Perspectives of a State Legislator

Kathy Webb, Executive Director  
*Arkansas Hunger Relief Alliance*

Representative in the Arkansas House of Representatives from 2007 to 2013

Kathy Webb <KWebb@arhungeralliance.org>

# Connecting with the legislator

1. Make a connection prior to asking for something:

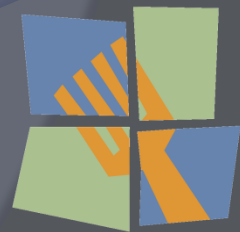
- Volunteer for the campaign
- Send congratulations note



# Connecting with the legislator

## 2. Know the member's interests

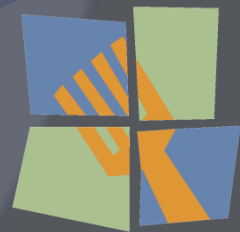
- Policy interests
- Faith
- Who is “influencer”



# Connecting with the legislator

## 3. Know the member's district

- Demographics
- Current hunger relief programs



# Connecting with the legislator

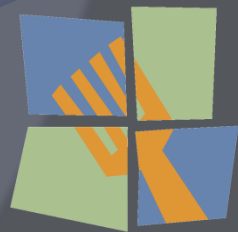
## 4. Offer assistance:

- Be the hunger “expert”



# Asking for a Meeting

1. Be specific about length of time
2. Know what is likely to be appealing



# Meeting with a legislator

1. Have a specific “ask” in mind
  - Visit a program
  - Support a bill
  - Sponsor legislation

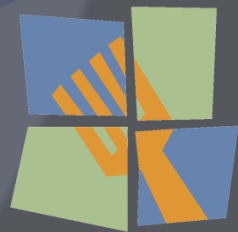




# Meeting with a legislator

## 2. Don't take too much “paper”

- Listen
- Offer media help





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# Advocacy Communications and Messaging Strategy

Christy Felling, Director, Strategic Media and External Affairs, Communications

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## Goal of a Successful Communications Plan

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Create a plan to get the **RIGHT PEOPLE**  
to take the **RIGHT ACTION**  
at the **RIGHT TIME**  
to achieve your **ULTIMATE GOAL.**

# Have Your Pieces Ready: Secrets To A Successful Campaign

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- 1) **Objectives:** Get very, very specific. What specifically do you want to do in the next 6-18 months?
- 2) **Decision Makers:** Again, be specific. Exactly who can turn your objectives into reality? Which members of Congress, which school board members, which members of the governor's staff?
- 3) **Landscape:** Conduct a thorough landscape check. What are your assets? Who are your champions? What's your opposition? What happened other times someone tried to reach this objective and why did it fail?
- 4) **Audience:** Who are you talking to and why? Are these people who can convince your decision-makers to take action? Where do they get their information? Who do they respect?
- 5) **Message:** How can you translate your objective into a message that your audience and decision-makers are able to hear?



Now, and only now, can you begin to think about tactics.

# How No Kid Hungry can support your advocacy efforts

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What we can provide –

- Technical assistance in drafting policy and legislation
- Peer-to-peer connections with those who have implemented policy changes
- Communications Assets - including media strategies, tactical assistance, and customizable templates

Center for Best Practices  
[bestpractices.nokidhungry.org](https://bestpractices.nokidhungry.org)

The No Kid Hungry Playbook  
[playbook.nokidhungry.org/](https://playbook.nokidhungry.org/)



Final Questions or Comments?



De'Men

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STUDENT

THANK YOU

Bernadette Di Rita

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