

Securing Resources for Effective Policy Advocacy Campaigns

Presented by

The National Center for Parent Leadership, Advocacy, and
Community Empowerment (National PLACE)



Presenter

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Welcome to National PLACE!

Mission

- To educate and empower families and family-led organizations and support them to advocate for enhanced parent involvement and leadership in education, health and human services decision-making with regard to services for children and families.

Motto

- *Advocating to ensure the parents' PLACE at decision-making tables*

Purpose of today's webinar

To identify funding and other resources to support effective public policy advocacy to enhance the voice and impact of families and family organizations at decision-making tables



Components of Policy Advocacy

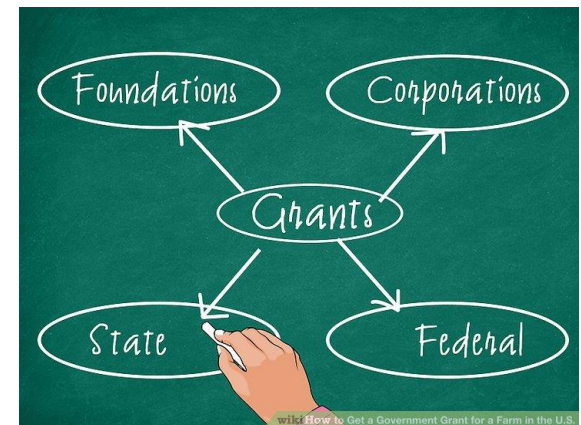


- Research
 - Review of reports
 - Data collection, compilation, analysis, summary
 - Quantitative data
 - Qualitative data such as focus groups, vignettes/stories, etc.
- Reports – development and dissemination
- Public testimony – legislature, administrative agencies, etc.
- Meetings with public officials (elected & administrative)
- Direct & grassroots lobbying
- Media campaigns

Financial Resources



- Foundation grants
- Council on Developmental Disabilities grants
- United Way grants
- Federal, state, and local government grants
- Contracts with other non-profits
- Fee for service
- Individual contributions
- Volunteers, interns, etc.
- Other



“Safe Harbor”

- Private foundations can fund non-profits that lobby as long as the \$\$ isn't earmarked for that purpose alone
- Private foundations can fund lobbying via “safe harbor” grants. Safe Harbor grants include:
 - General support grants, which can be used for lobbying even if the grant contract indicates that it is not “earmarked for lobbying”
 - Specific project grant that includes lobbying
 - Two or more foundations support a project for the non-lobbying amount that together adds up to the amount needed to support the project including the lobbying

Do's

- Read & follow foundation funding guidelines
- Learn whether it is public or private
- Inquire about grants to support lobbying when applying to a public foundation
- Describe all of your organization's activities, including lobbying, when seeking a general support grant
- When seeking specific funding for lobbying, specify in the budget which portion will go to lobbying; seek funding from more than one foundation for the project

Do's

- Demonstrate you understand IRS lobbying rules and indicate whether you have taken the 501(h) election if now, why
- Demonstrate you have the capacity to carry out your organization's advocacy goals
- Say that you are seeking funds to support your advocacy efforts including but not limited to lobbying
- Describe your educational purpose

Don'ts

- Don't seek funds for partisan political activities – non-profits are prohibited from engaging in partisan political activity!
- Don't seek funds solely for lobbying activities from a private foundation; you can see a general support grant or a specific project grant that includes lobbying activities, but don't tell a private foundation's program officer that you are seeking funding to support lobbying, as that could create an earmarked taxable expenditure for the private foundation
- Don't tell a private foundation that you will lobby only if you receive their general support grant

Don'ts

- Don't describe all your advocacy as lobbying if it doesn't meet the definitions of lobbying.
- Don't be unrealistic in your promises or goals; set reasonable measures and achievable goals
- Don't make it seem like a grant is earmarked for lobbying when seeking funding from a public or private foundation that doesn't want to make grants earmarked for lobbying!
- Don't indicate that the general support of a specific project grant will be used to fund lobbying

Councils on Developmental Disabilities



- Key role of Councils on Developmental Disabilities is to conduct advocacy and systems change including developing coalitions and keeping policymakers informed
- CDDs can fund:
 - Research
 - Data collection, compilation, & analysis
 - Development & dissemination of reports, data analyses
 - Sharing information with legislators and other policy makers, the media and general public, etc.
 - Advocating with administrators for administrative action (regulations, etc.)
 - Development & support of advocacy coalitions, parent leaders

United Way



- United Way improves lives by mobilizing the caring power of communities around the world to advance the common good. United Ways can fund local state work including:
 - Research
 - Data collection, compilation, & analysis
 - Development & dissemination of reports, data analyses
 - Sharing information with legislators and other policy makers, the media and general public, etc.
 - Advocating with administrators for administrative action (regulations, etc.)
 - Development & support of advocacy coalitions, parent leaders

Government grants



- You may not use government grants to lobby!
- Government agencies are unlikely to pay you to do public policy advocacy!
- Government grants can be used to fund:
 - Qualitative (focus groups, interviews) and quantitative data collection, compilation & analysis
 - Development and dissemination of reports
 - Providing the “parent voice” on committees
 - Developing and supporting parent leaders

Contracts with other non-profits



- Larger non-profits (projects at Universities, hospitals, etc.) may contract with a family-led organization to support their advocacy efforts by:
 - Gathering qualitative and quantitative data
 - Engaging in policy advocacy individually/in a coalition

Fee for service

- Funds you raise via fee-for-service (workshops, TA to schools, hospitals, etc., other activities/services for which you charge) can be used in any way
- Remember the rules about lobbying for non-profits (see our recorded and archived webinar on www.parentsatthetable.org)
- Use fee for service funds to lobby the legislature for specific legislation (very few other sources for this)
- Use fee for service funds to supplement funding for other policy advocacy activities



FEE FOR SERVICE

Individual contributions

- Funds you raise via individual contributions from donors can be used in any way consistent with their intention
- Remember the rules about lobbying for non-profits (see our recorded and archived webinar on www.parentsatthetable.org)
- Use individual contribution funds to supplement funding for other policy advocacy activities



Volunteers & Interns

- Interns & volunteers can help:
 - Research on policy issues
 - Developing outreach materials, White Papers, etc.
 - Engaging in outreach & dissemination
 - Testifying at public forms
 - Attending public meetings
 - Other activities based on their interest/skill



Examples

- Advocates for Children of NYC
- Disability Rights & Education Fund (DREDF)
- PEAL
- SPAN Parent Advocacy Network (SPAN)
- Support for Families
- Wisconsin FACETS

AFC Examples

- Most grants include direct service, training, & policy advocacy
 - Youth in foster care
 - Immigrant youth
- Recent grants specifically for policy advocacy
 - Donors' Education Collaborative, \$65,000, to advocate for policy changes (including capital funding) to reduce barriers to physical access to NYC public schools for students and family members with disabilities.
 - Conrad H. Hilton Foundation, \$50,000, to advocate for NYC to develop infrastructure and policies to support students in foster care

DREDF Examples

- Unrestricted individual gifts & targeted major donor campaign
- Donations received in year-end fundraising campaign
- Revenue from events
- Revenue from programs
- Attorneys' fees
- Consultant fees/fee for service
- Foundation general support grants (as long as the foundation doesn't specifically restrict lobbying)
- Corporation grants/contributions

PEAL Examples

- Funding from the PA DDC to do public policy advocacy with families and adults with disabilities to advocate waiver funding for children who reside in facilities to transition to loving families.
- Funding from the PA Department of Health to train youth on public policy advocacy
- F2F funding pays for family leadership training that includes how to be an effective public policy advocate

SPAN Examples

- Fees for workshops and consultation.
- Council on DD funding to:
 - Train parents in public policy advocacy
 - Support coalition to advocate around state special education regulations after IDEA reauthorization
 - Develop and disseminate a report and advocate for more inclusive education
- State funding for Serving on Groups training
- Foundation funding to
 - Develop a policy advocacy guide & training
 - Use the guide to train parents around welfare advocacy
- Funds in all government grants that support parent participation on task forces, etc.

Support for Families Examples

- Project Leadership (comprehensive training series for parents to partner at all levels of decision-making)
 - Lucile Packard Foundation for Children's Health since 2013
 - For 2019-2020 Phase V funded for \$455,000
- .FVCA Annual Health Summit and Legislative Day
 - Funding from a variety of organizations for \$1,000-\$5,000
- Other family organizations have received or used other funding to provide the training
 - PTI/CPRC
 - First 5
 - Department of Developmental Services

WI FACETS Example

- Report and advocacy re: seclusion and restraints
 - Used law student interns to research and analyze legislative history from states that had existing laws
 - Used Parent Center funds to look at state data related to seclusion and restraint
 - Used fundraised dollars to fund the lobbying
 - SUCCESS!



LINKS & RESOURCES

Foundation Advocacy Grants: What Grantees Need to Know, Alliance for Justice Bolder Advocacy (designed to help nonprofits structure approaches to foundations for advocacy), <https://www.afj.org/press-room/press-releases/bolder-advocacy-new-guide-is-roadmap-to-success-for-nonprofits-seeking-advocacy-funding>.

Double the Donation: The Ultimate Advocacy Guide, <https://doublethedonation.com/tips/advocacy/>

npENGAGE: 3 Steps to Creating your Perfect Advocacy Fundraising Moment, <https://npengage.com/nonprofit-fundraising/3-steps-to-creating-your-perfect-advocacy-fundraising-moment/>



Everyday Advocacy Resources, National Council of Non-Profits, <https://www.councilofnonprofits.org/everyday-advocacy-resources>

Public Policy Advocacy, Independent Sector, <https://independentsector.org/policy/>

Influencing Public Policy in the Digital Age, Bolder Advocacy, [https://bolderadvocacy.org/wp-content/uploads/2012/10/Influencing Public Policy in the Digital Age paywall.pdf](https://bolderadvocacy.org/wp-content/uploads/2012/10/Influencing_Public_Policy_in_the_Digital_Age_paywall.pdf)

Political Advocacy Resources, Muster, <https://www.muster.com/political-advocacy-resources>



What is Advocacy (for your Board), BoardSource, <https://boardsource.org/resources/what-is-advocacy/>

Public Policy Advocacy: The Case for Non-Profit Engagement, GuideStar, <https://trust.guidestar.org/public-policy-advocacy-the-case-for-nonprofit-engagement>

Community ToolBox, <https://ctb.ku.edu/en>

How To Raise Money for a Cause you Care About, <https://www.outdooralliance.org/blog/2017/10/26/advocacy-101-how-to-raise-money-for-a-cause-you-care-about>

Questions and Answers



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