

Quick Advocacy Checklist

To assure a successful advocacy program, follow these steps:

- ❑ Assign end-point advocacy responsibilities to someone on the organization's staff and provide adequate resources to carry out the advocacy plan. The advocacy plan should be scaled to fit available or allocated resources.
- ❑ Involve board members in grassroots advocacy by keeping them informed of issues, reviewing advocacy plans, and participating in public policy advocacy.
- ❑ Work with the general counsel or other appropriate people within the organization to ensure compliance with all IRS law and rulings on lobbying
- ❑ Identify board members and others affiliated with the organization who have personal relationships with policy-makers and those who have particular interests in health and human services public policy
- ❑ If appropriate, send information about health and human services public policy issues and the organization's position and views to local newspapers, synod and district papers, and other local publications
- ❑ Develop an organization-wide plan for generating e-mail messages and calls to federal and state legislators that can be implemented when needed.
- ❑ Invite the U.S. representative and two senators, state legislators, and other appropriate lawmakers to visit the organization's service sites to better understand health and human service program delivery and discuss public policy issues. This can be an opportunity to take a picture with the legislator and the CEO of the organization. The photo could be submitted to the local newspaper.
- ❑ Leaders of the organization regularly speak to various community groups on health and human service public policy issues.
- ❑ Respond to appropriate requests for action and information from the local, state and federal government.
- ❑ The advocacy coordinator or members of the advocacy steering committee shares with both their organization and with LSA their public policy advocacy efforts.