

Types of Advocacy for Nonprofit Organizations

An Overview, Perspectives and Considerations “from the CommNS”

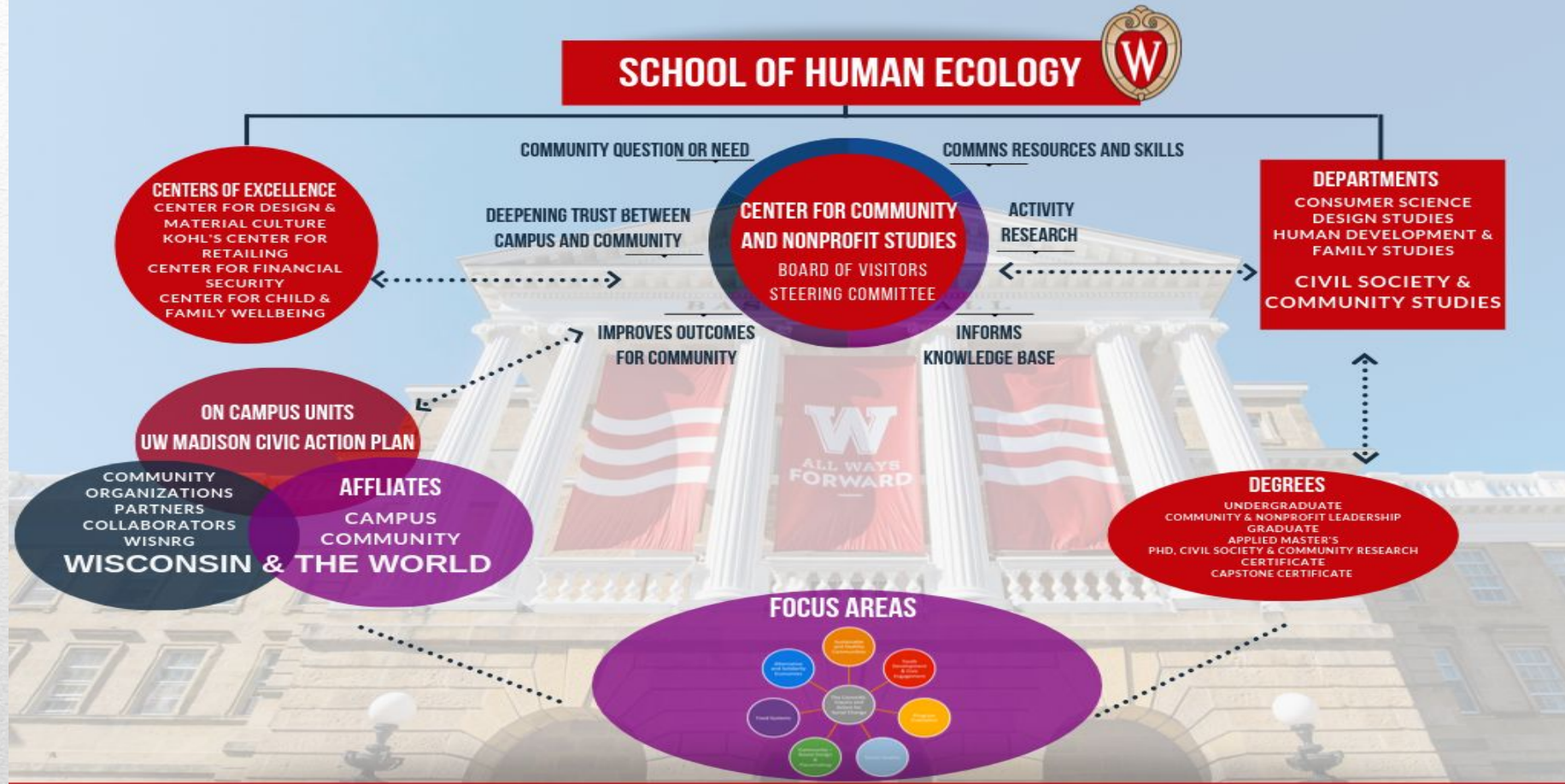
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THE COMMNS AT A GLANCE



“Inquiry and Action for Social Change” in Wisconsin and the World



- Review **Types of Advocacy** in the Sector at Large
- Consider where your “**Mission Meets Advocacy**” and hear about **what we’ve learned about other organizations’ approaches**
- Generate new ideas for **next steps for Advocacy** that *advances your mission and “fits” for your goals and context*

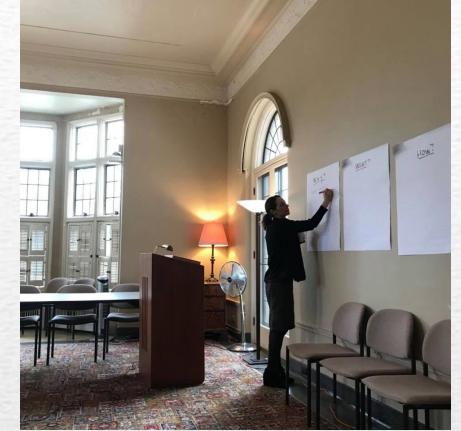


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GOALS for this SESSION!

NOTE: Some organizations are structured FOR advocacy and some are considering advocacy to advance their “nonadvocacy” mission.

- direct lobby*
- grassroots lobby*
- litigation
- direct action
- get out the vote **
- political activity *** (when permissible)
- earned, paid, and social media to change public perception
- education and stakeholder relations
- internal systems and pressure points
- reframing of issues, storytelling, calls to action
- overt and coordinated campaigns
- case-by-case coordination on common interests



ADVOCACY IN THE SECTOR



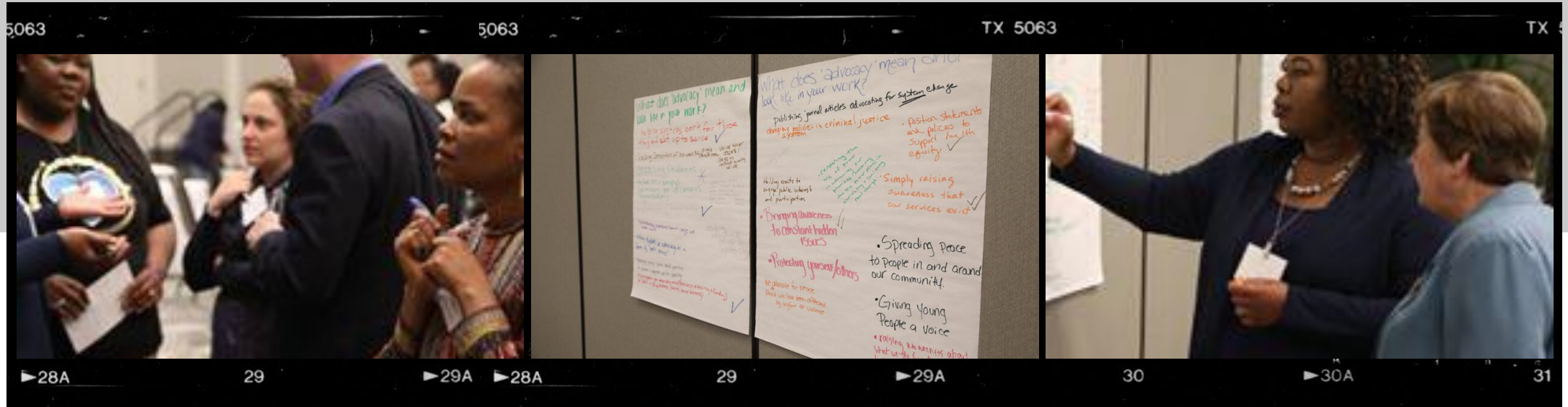
“In our mission-based work in communities, in nonprofit organizations, as scholars, or in developing our skills for our future careers, we often face the need to conduct different forms of advocacy to address root causes, systems change, policy, and context. Join us for a day of exploring advocacy -defined broadly, ranging from direct and grassroots lobbying to use of media and research, and other creative methods -- to advance your mission.”



2019: “Where Mission Meets Advocacy”

Center for Community and Nonprofit's 2019 Annual Event

"Where Mission Meets Advocacy"



GALLERY WALK

Participants shared their experiences and ideas

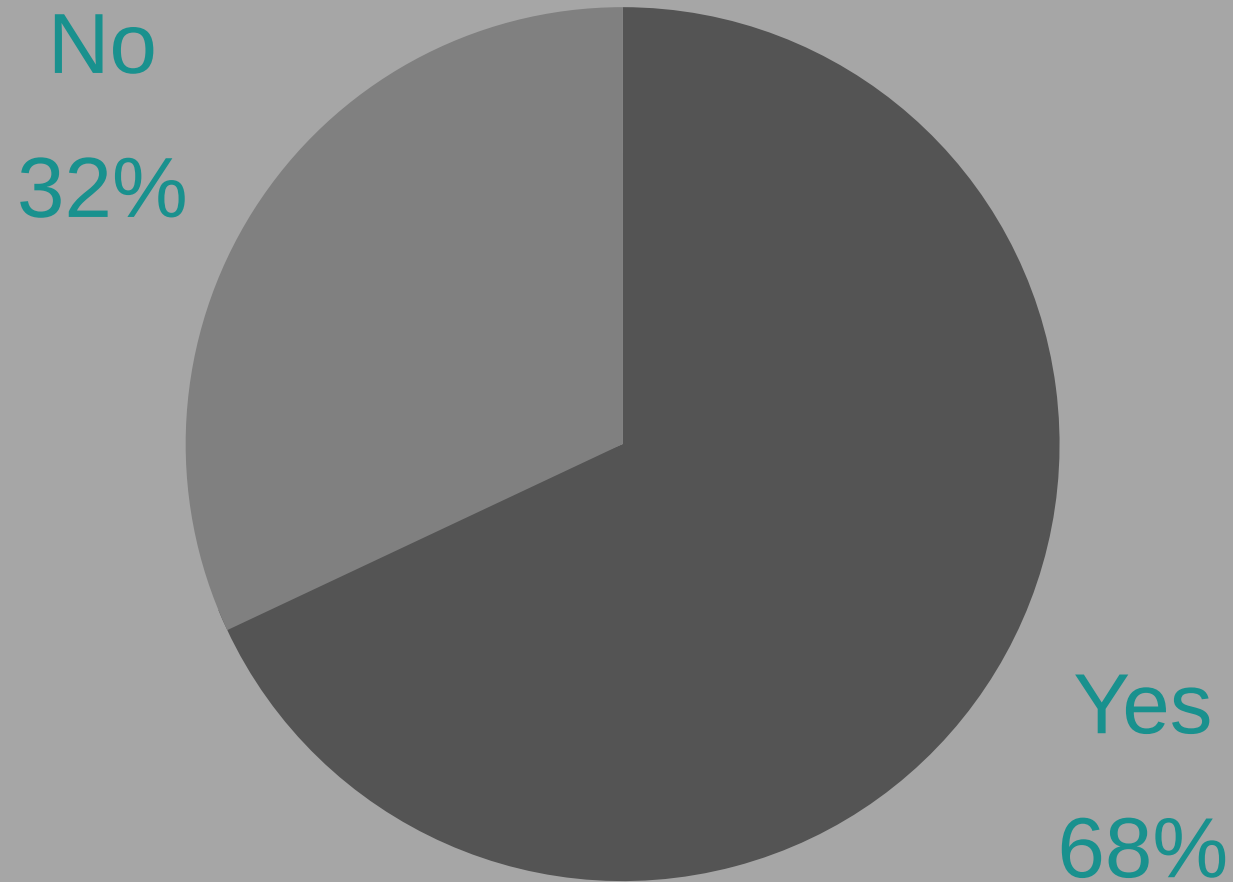
60 PARTICIPANTS

Participants included nonprofit organizations, community based organizations, youth organizers, etc.

SECTOR SNAPSHOT

Overview of advocacy activities of mission driven organizations in Wisconsin

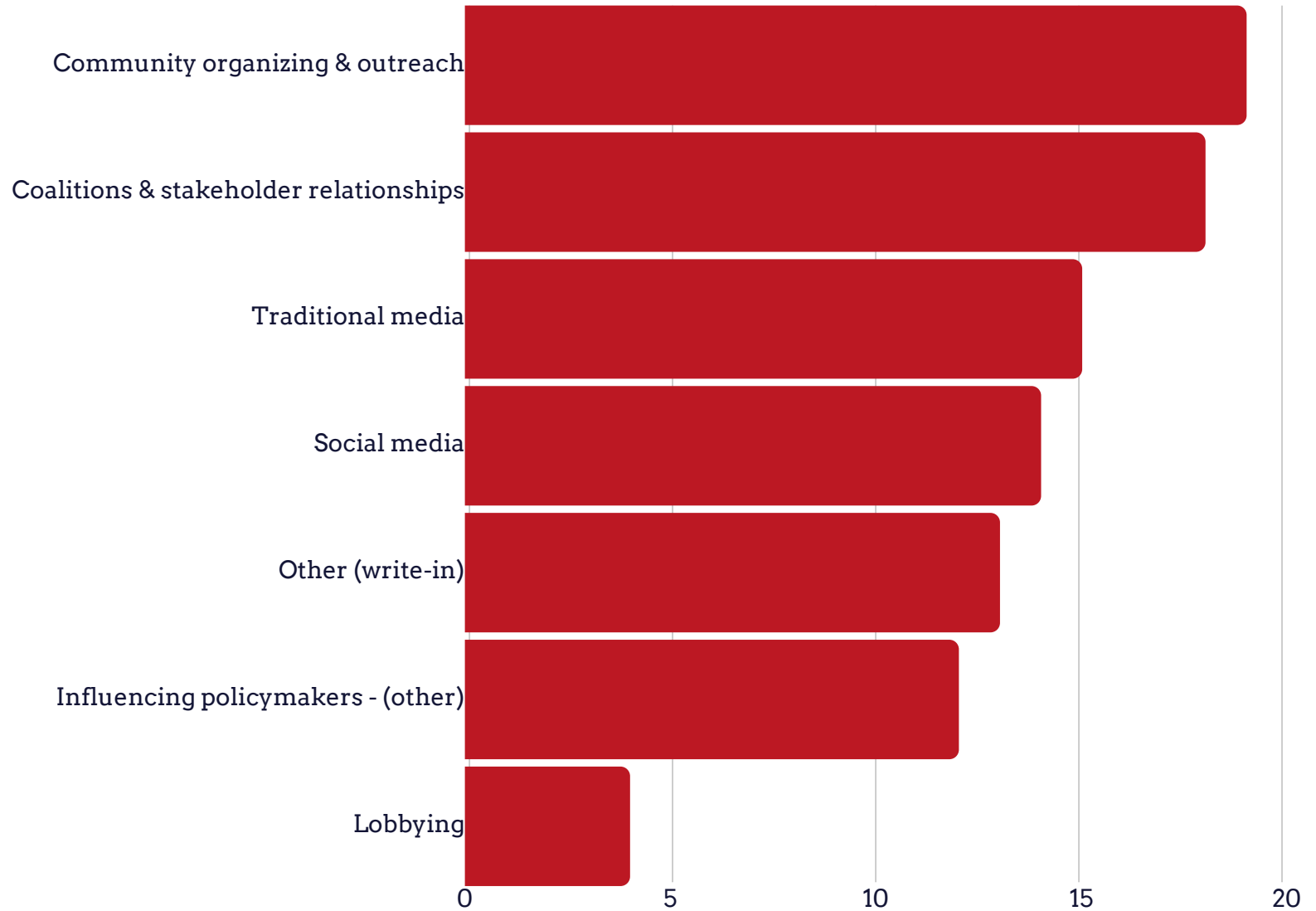
Mission Driven Advocacy



**Q: IS ADVOCACY A
STATED PART OF
YOUR
ORGANIZATION'S
MISSION?**

ADVOCACY EFFORTS TAKES ON MANY FORMS

*Q: What forms of
advocacy do you
engage in most
often in your work?*



ORGANIZATIONS EXPERIENCE VARIOUS BARRIERS TO ADVOCACY

Q: What barriers do you experience in advocating for systems or policy change relevant to your work?



**"Resistance to change
by founders and
volunteers"**

"Staffing capacity"

"Time"

**"It's difficult to make the
community voice heard
and respected as experts"**

**"Planned stifling by
holders of power in
federal government"**

**"Not knowing the
simple first steps to
take"**

**"Fear of change by
systems actors"**

KEY TAKE AWAYS

MISSION DRIVEN ADVOCACY

Many organizations engage in advocacy and as an explicit part of their mission.

RANGE OF BARRIERS

Organizations experience a range of barriers to their advocacy efforts.

ADVOCACY TAKES VARIOUS FORMS

Most notable are community organizing and outreach, coalitions and stakeholder relationships.

ADVOCACY EFFORTS CONTINUE

Organizations have found innovative and effective ways to advocate.

**INNOVATIVE
AND
EFFECTIVE
ADVOCACY
STRATEGIES**

**BUILDING PERSONAL RELATIONSHIPS
WITH DECISION MAKERS**

**COMMUNICATION & AWARENESS
BUILDING EFFORTS**

WELL FRAMED USE OF DATA

STAKEHOLDER COVENINGS

YOUTH LEADERSHIP

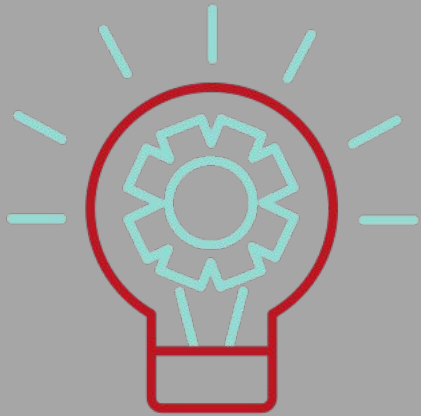
ADVOCACY SPOTLIGHT

"Young people's voices in lobbying give a different viewpoint and help make the change. Young people are ones growing up in the communities. You can have more impact with youth voices."

- 2019 ANNUAL EVENT PARTICIPANT

Effectively Advocating For Change

WHERE TO FOCUS OUR EFFORTS



Integration of
Community Voice &
Wisdom



Advocacy Skill
Building for Staff &
Boards



Flipping Power &
Control to Those
Most Impacted



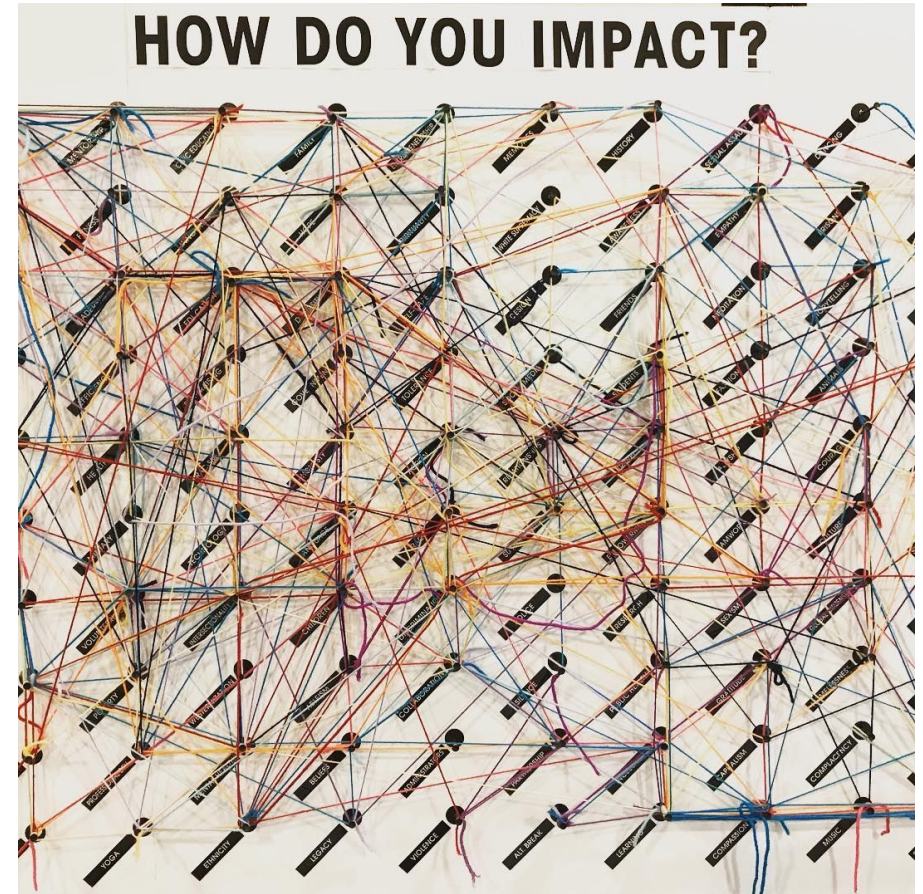
Coalition
Building

**What does
'advocacy' mean
and look like in
your work?**



TIPS and SUGGESTIONS for ADVOCACY

- make sure it's mission focused
- if possible, put it in your strategic plan and have clarity with stakeholders
- what's the real issue -- be sure you listen and learn!
- choose the right methods and implementation, know the rules
- carefully consider audience, message, and messenger
- be open to long term AND momentary
- find coalitions/"interese"
- create a feedback loop -- get the right inputs
- keep re-evaluating!





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**Additional Questions and
Ideas?**



- <https://sohe.wisc.edu/research-development/centers-of-excellence/uw-center-for-nonprofits/>

- **Come to OUR CommUniversity Events! and ANNUAL EVENT**

- **On Social Media:**

- **Facebook:**

- The Center for Community and Nonprofit Studies (the “CommNS”) <https://www.facebook.com/CommNS>

- Mary Beth Collins --<https://www.facebook.com/mary.b.collins.332>
(note Professional Skills course photos are included here:
https://www.facebook.com/mary.b.collins.332/media_set?set=a.10211674006700355&type=3)

- AND @mbcinwisco on Instagram
- AND @mbcwiscomiss36 on Twitter



STAY IN TOUCH!
