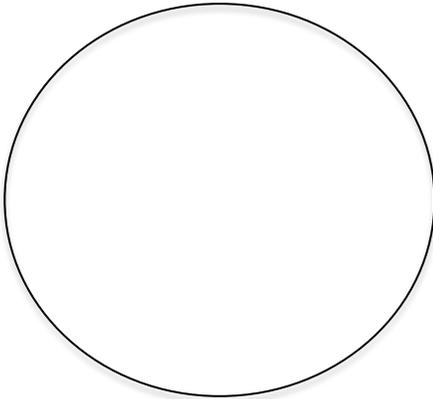


Build A Movement (BAM!)

Washington Nonprofits Workshop

PURPOSE MAP



ADVOCACY PLANNER

Use this planner to organize your thoughts towards a fact sheet. It is also the framework for your message when you meet with a legislature or testify.

What is your issue?

What's the problem?

Tell me a story about it. (You will probably leave this out of your policy fact sheet.)

How do we fix it?

Who can act? What is the action?

Contact information

NONPROFIT CIVICS QUIZ

1. True or False: Nonprofits have an important role in public policy.
 - A. True
 - B. False
2. When a bill is introduced, what is the first thing that happens?
 - A. The bill passes
 - B. The governor signs it
 - C. It gets referred to a committee
 - D. Nothing: The bill is never considered
3. If you want to submit testimony to a particular committee, which staff member would you contact?
 - A. Caucus staff
 - B. An individual legislator's Legislative Assistant
 - C. The Committee Staff
 - D. The Governor's Communications Director
4. When a bill is amended by a committee, what happens?
 - A. Everyone gets a prize
 - B. The bill is changed
 - C. The bill dies
 - D. Legislators go home
5. If a bill introduced first in the House of Representatives passes the House, what is the next step in the process?
 - A. It goes to the Governor
 - B. It gets referred to a committee
 - C. It goes to the Senate
 - D. Nothing: the bill is dead and never considered
6. If a bill introduced first in the Senate passes the Senate, what is the next step in the process?
 - A. It goes to the Governor
 - B. It gets referred to a committee
 - C. It goes to the House
 - D. Nothing: the bill is dead and never considered
7. When a bill passes the House, Senate, and is signed by the Governor or President, it becomes a(n) _____.
 - A. Suggestion
 - B. Law
 - C. Amicus Brief
 - D. Regulation
8. What happens if the Governor vetoes a bill?
 - A. The bill is defeated
 - B. The bill is passed
 - C. The bill is tabled
 - D. The bill is ignored
9. True or False: The legislature can override a Governor's veto?
 - A. True
 - B. False
10. What part of government makes rules and regulations to implement laws?
 - A. The House
 - B. The Senate
 - C. City Council
 - D. Regulatory Agencies
 - E. The Military
11. How many days is the Washington State Legislative Session during odd years?
 - A. 90 Days
 - B. 105 Days
 - C. 150 Days
 - D. 40 Days
12. How many days is the Washington State Legislative Session during even years?
 - A. 40 Days
 - B. 55 Days
 - C. 60 Days
 - D. 90 days
13. The Washington State Budget covers how many years?
 - A. 1
 - B. 2
 - C. 3
 - D. 4
 - E. 5
14. Where can you get the latest information on Washington State legislation?
 - A. www.congress.gov
 - B. www.leg.wa.gov
 - C. www.google.com
 - D. www.aol.com
15. Who can you contact if you ever have a question about anything related to the Washington State legislature?
 - A. Your local newspaper
 - B. The Governor's Office
 - C. The Legislative Information Center (www.leg.wa.gov/LIC)
 - D. Your Member of Congress

PEOPLE

Brainstorm all of the names of people – or types of people—who are champions for your cause. These people could step into an advocacy role, if they haven't already.

1. A
2. C
3. C
4. B
5. C
6. C
7. B
8. A
9. A
10. D
11. B
12. C
13. B
14. B
15. C

PEOPLE



CULTURE

Evidence "stuff"	Behavior see & hear	Values Beliefs
What is your culture now?		
What kind of culture would support your advocacy goals?		

Thoughts about culture...

PLAN

Let's see how to get organized around advocacy. Let's do an inventory of where advocacy planning might fit.

Plan	Do we this plan?	Does it reflect any advocacy activities?	Next steps
Strategic plan			
Budget			
Fundraising plan			
Business plan			
Other?			
Advocacy plan			

Thoughts about plans...

COMMUNICATIONS

What stories do we use from our community? How do we gather these stories?



What data do we have access to? How do we use it?

Stories and data are WHAT you communicate. Think about HOW you communicate. Which of these channels offer you opportunities to expand your reach?

- Printed materials
- Website
- Emails to members/your community
- Social media
- Traditional media
- Research (white papers)
- Other:

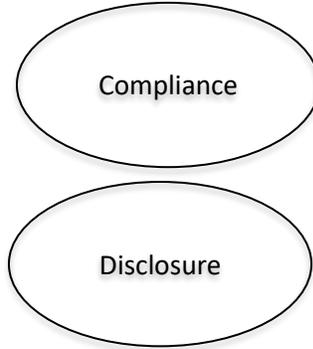
Lobbying Overview

1. FOCUS

Draw a line between the government office and what it focuses on.

Washington State PDC

United States Internal Revenue Service



2. SCOPE

a. The IRS rules relate to lobbying activities in which of these jurisdictions?

City County State Federal

Circle.

b. The Washington PDC rules related to lobbying activities in which of these jurisdictions? Circle.

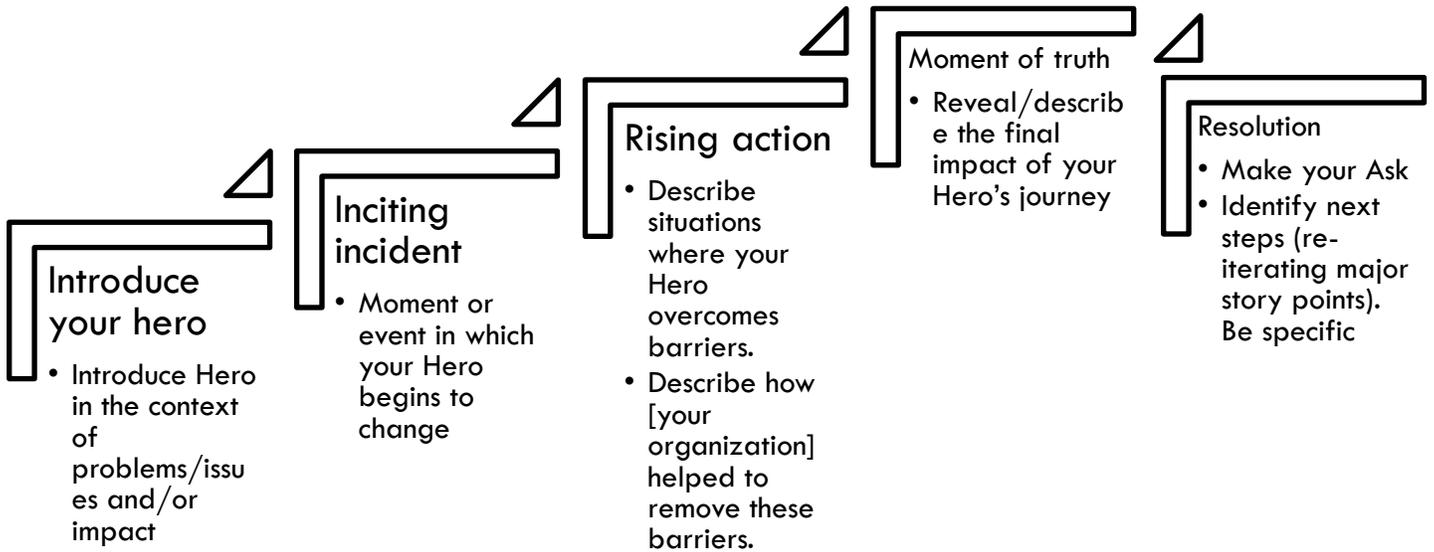
City County State Federal

3. LOBBYING ACTIVITIES

State?		Federal?
	Action alerts	
	Asking agency staff to change a rule, rate, or standard.	
	Asking an elected official to vote yes or no on a piece of legislation.	
	Asking voters to vote yes or no on a ballot measure.	
	Build relationships with state officials	
	Communications sent to a member list	
	Defend you organization's rights in state cases	
	Educate. Discuss issues without getting into legislation	
	Give feedback on bills or regulations	
	Internal discussions about legislation within your organization	
	Letters to officials	
	Letters to the editor	
	Nonpartisan research that presents both sides and public	
	Op-Ed with a position on a state issue (with or without a call to action)	
	Op-ed writing on a local or federal issue	
	Organize a petition	
	Pitching reporters	
	Respond to written committee requests	
	Site visits	
	Social media	
	Staff time planning an advocacy campaign	
	Take a position on a piece of legislation that includes call to action	
	Testimony	

Tell Your Story

A typical story follows this narrative arc:



Advocacy Timeline

Month	Year 1 Even: 60 days	Year 2 Odd: 105 days	What are you working on? Who is involved?
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Session	Interim
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