

**icons from The Noun Project*



BOLDER ADVOCACY

A program of Alliance for Justice

Advocacy Assessment Workshop

A.I.M. High:
Advocacy In Motion
July 18, 2019

Workshop agenda:

- **Get grounded:** what is advocacy capacity; how can we assess it?
- **Take ACT! Quick**
- **Debrief & discuss**

What is advocacy?

Research

Leadership
training

Community
forums

Litigation

Voter
education

**PARTISAN
POLITICAL**

LOBBYING

Voter
registration

Conferences

Influence
regulations

Change
corporate
behavior

What is advocacy capacity?

Advocacy capacity:
the organizational skills,
resources, knowledge, and
practices that lead to
effective advocacy

Why advocacy capacity matters



**OUR HOMES,
OUR VOICES**

Questions?



How can I assess advocacy capacity?

ACT! *Quick* ADVOCACY CAPACITY TOOL

Advocacy
Goals, Plans,
& Strategies

Conducting
Advocacy

Advocacy
Avenues

Organizational
Operations &
Sustainability

How can I assess advocacy capacity?

ACT! Quick ADVOCACY CAPACITY TOOL

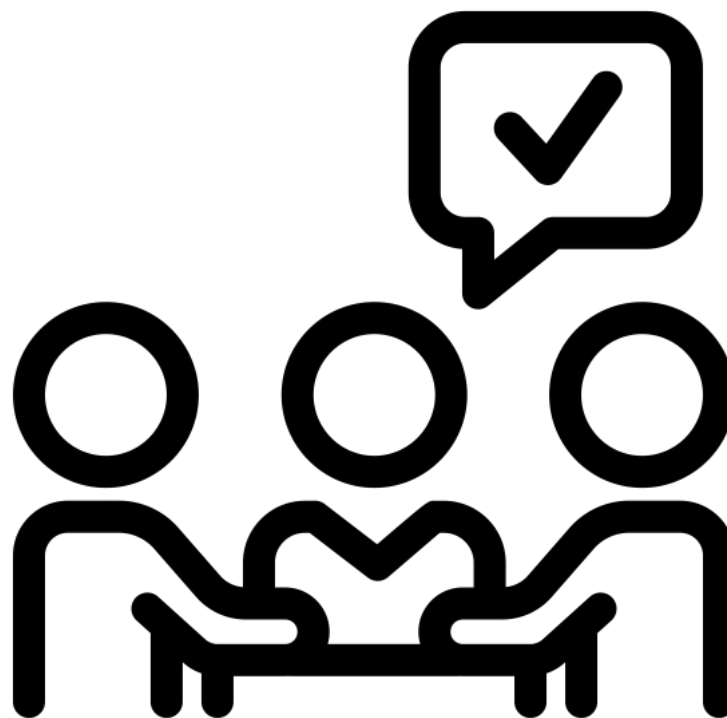
VERY STRONG/
ALWAYS MODERATELY STRONG/
USUALLY SOMEWHAT STRONG/
SOMETIMES NOT STRONG/
RARELY/
NEVER RELY ON
PARTNERS

I. ADVOCACY GOALS, PLANS, AND STRATEGIES

- | | | | | | | |
|---|---|-----------------------|-----------------------|-----------------------|-----------------------|-----|
| 1 | PREPARATION. In preparation for advocacy work, the organization scans the outside policy environment and its own knowledge, skills, and resources for advocacy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | N/A |
| 2 | AGENDA. The organization has a clear, written advocacy agenda, which is informed by its constituents and approved by its leadership. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | N/A |

Keep in mind:

- There are no right/wrong answers – and **no organization gets a perfect score**
- Finding ways to **collaborate with your partners** can often be the best approach!



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Your turn:

1. Take 10-15 minutes to complete **ACT! Quick** individually
2. When you finish, come up to the front and pick up a green and a blue sticky note
3. Use the blue sticky note to mark your organization's **strongest advocacy capacity**
4. Use the green sticky note to mark the **advocacy capacity you want to build**

Group discussion:

- What are our **top 3 advocacy strengths**?
- What are our **top 3 advocacy areas to grow**?



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Small group discussion:

- What's a pressing issue in your community?
Using your ACT! Quick results, brainstorm possible ways your organization could build capacity to engage in advocacy on this issue.
- **Who are your partners?** How do you work together now? Are there other opportunities where you could **collaborate to build each others' advocacy capacity?**

Thank you! Please stay in touch:

- For free technical assistance about legal rules impacting your nonprofit advocacy

advocacy@afj.org

866.675.6229

- For free tools and resources

www.bolderadvocacy.org

- Or connect with us on social media



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