



Leveraging the Power and Influence of Your Board Through Advocacy



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Advocacy Top 10

Top 10 Things To Remember:

1. Even if elected officials are not able to attend, they can send staff in their place.
2. Be prepared to talk specifically about how the changes to policy would impact those your organization serves.
3. Put a “face” on the programs and the people you are helping. You are talking about programs that have great meaning to the constituents in their districts.
4. Be prepared to ask the official/staff for their thoughts on what they will do to protect their constituents.
5. Communicate key messages without getting too “in the weeds” and avoid the use of acronyms.

Advocacy Top 10 (continued)

6. Use facts and figures and be ready to discuss what would happen if a program is eliminated.
7. Take the time to understand the environment/context of an issue.
8. Be prepared to have a discussion with the official and/or staff in which they may/may not agree with you, and be prepared to engage positively if that happens.
9. When meeting with federal-level officials, be ready to discuss how/why the states could not fund or operate these programs on their own.
10. Talk about “Return on Investment” or “ROI” for every public dollar your organization may receive. VOA programs and services “stretch a dollar” farther and are critical to the overall effort.

Success in Advocacy

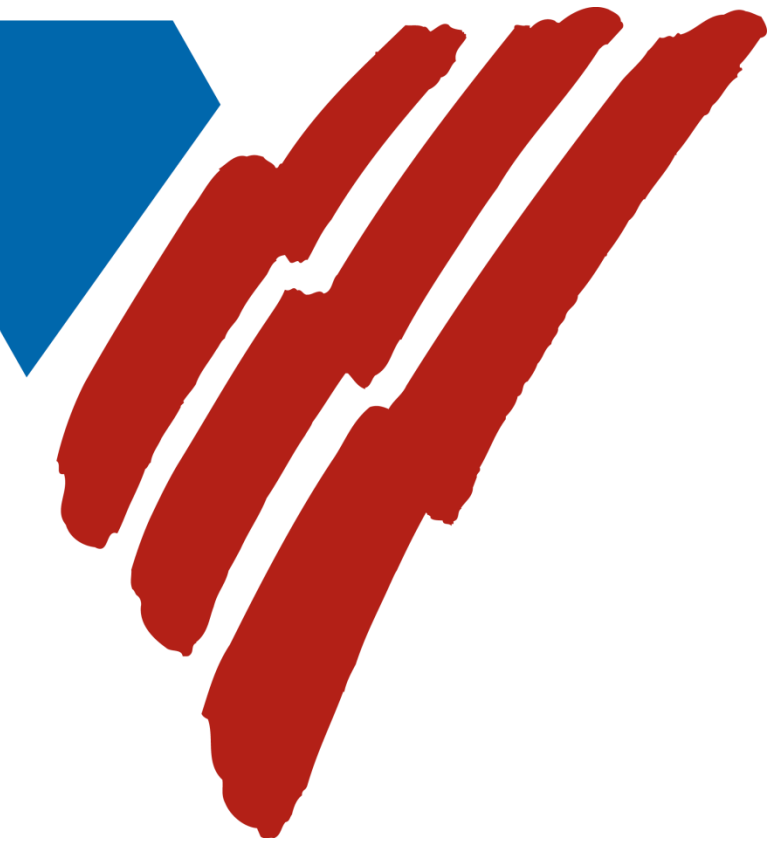
- What is one strategy that you have used with your board to increase visibility on the local, state, or national level?
- In what ways have you made a positive impact on policy makers by focusing on your mission?
- How have you used Facebook, Twitter, blogs, and other social media to influence legislators?

Be sure to read these reference materials:

www.bolderadvocacy.org – Alliance for Justice

[Survival Guide for Advocacy](#) – NonProfit Times

[Power of Board Advocacy](#) – BoardSource



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