# CLPI ROAD MAP FOR ENGAGEMENT IN LEGISLATIVE ADVOCACY

## Organizational Capacity

**WILL**
1. Understand why legislative advocacy is important to meeting your mission?
2. Have a commitment to advocacy?

**KNOWLEDGE/SKILLS**
3. Understand the rules governing nonprofit advocacy?
4. Understand legislative processes?
5. Understand rules for funding advocacy?
6. Understand key policy issues related to your mission?
7. Understand strategy options?

**INFRASTRUCTURE**
8. Have a policy on advocacy activities/or public policy engagement?
9. Have a governance structure for advocacy?
10. Have a decision-making process for advocacy?
11. Have a policy agenda?
12. Have communications & tracking systems?

**RESOURCES**
13. Have financial resources devoted to advocacy?
14. Have dedicated/designated staff for advocacy?
15. Have relationships with:
   - Policymakers
   - Government Agencies
   - Base Constituencies
   - Media

## Strategy

<table>
<thead>
<tr>
<th>Goals/Outcomes</th>
<th>Public Policy</th>
<th>Organizational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long-term</td>
<td>Grassroots Lobbying</td>
<td>Grassroots Organizing</td>
</tr>
<tr>
<td>Intermediate</td>
<td>Admin. Advocacy</td>
<td>Vet Education</td>
</tr>
<tr>
<td>Short-term</td>
<td>Coalitions/Alliances</td>
<td>Other</td>
</tr>
</tbody>
</table>

## Decision-Makers

**Who are the Decisions-Maker(s)?**

**Message(s) to Decision-Maker(s):**

**Messengers:**
- Who
- Internal Message(s) to engage them

**Tactics/Activities:**
- Direct Lobbying
- Admin. Advocacy
- Coalitions/Alliances
- Media
- Grassroots Lobbying
- Grassroots Organizing
- Vet Education
- Other

## Opponent(s)

**Who are your Opponent(s)?**

**Message(s) of Opponent(s):**

**Messenger(s):**

**Tactics/Activities:**

**Evaluation**

| Indicators |
| Tools |

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*Note: The above content is a simplified representation of the CLPI Road Map for Engagement in Legislative Advocacy, focusing on key elements for effective advocacy planning.*