



CLPI ROAD MAP FOR ENGAGEMENT IN LEGISLATIVE ADVOCACY

ORGANIZATIONAL CAPACITY

DOES YOUR ORGANIZATION...

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:

<ul style="list-style-type: none"> • Policymakers • Government Agencies • Base Constituencies • Media 	<ul style="list-style-type: none"> • Public • Other Nonprofits • Coalitions/Alliances • Other
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STRATEGY

GOALS/OUTCOMES

Long-term
Intermediate
Short-term

PUBLIC POLICY

ORGANIZATIONAL

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	Grassroots Lobbying
Admin. Advocacy	Grassroots Organizing
Coalitions/Alliances	Voter Education
Media	Other

OPPONENT(S)

Who are your Opponent(s)?

Message(s) of Opponent(s)

Messenger(s)

Tactics/Activities

EVALUATION

Indicators

Tools

PUBLIC POLICY

ORGANIZATIONAL