

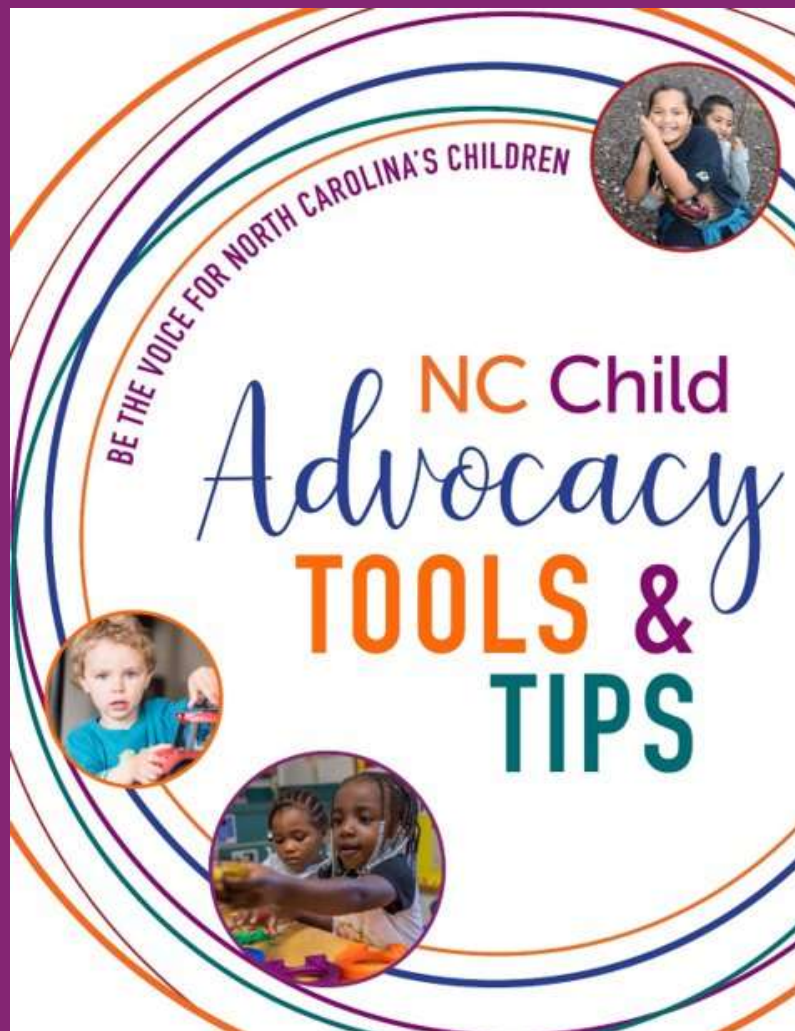


The Voice for North Carolina's Children

Voices for Kids Learning Series: Advocacy 101

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NC Child's Advocacy Toolkit

<http://bit.ly/NCCtoolkit>

Advocacy and Public Policy



What is Advocacy?




To advocate is to defend or promote a cause.
Advocacy is active, not passive.

Advocacy goes beyond changing or shaping legislation. The larger goal is systems change.



*Advocates are
community assets!*



“The most common way people
give up their power is by thinking
they don't have any.”

— Alice Walker

Individual
Engagement

Family Engagement

Community Engagement





Opportunity Knocks!

Your voice is needed!



Race Equity Lens

Strong advocacy efforts happen through a race equity lens.

Children of color will soon be the majority of children in our state.

Good advocacy aims to be inclusive and combat the effects of systemic racism



Child and family involvement in
advocacy efforts can make a
huge impact!

Building Community Resilience

We advocate in order to build resilient communities. We strive to create environments that not only **buffer** children from ACES but **prevent** ACES.



Advocacy & Lobbying: Nonprofits can do both!

There are some limits, but overall nonprofit organizations can do many things to advocate for needed changes including directly lobbying their elected officials on specific legislation.

Lobbying
(You can
do this, too!)

Lobbying is communicating to elected officials in order to influence their decision on a specific issue or piece of legislation.

Advocacy & Lobbying: Nonprofits can do both!

Advocacy

- Inviting elected or appointed officials to visit your organization so they can see how you make a difference.
- Talking to community members about important issues and discussing solutions to problems.
- Talking to the media about important issues in your community.

Advocacy &
Lobbying:
Nonprofits
can do
both!

Lobbying (Direct and Grassroots)

- Asking elected officials (local, state, or federal) to vote for or against, or amend, introduced legislation. (Direct)
- Emailing a “call to action” to your members urging them to contact their elected officials regarding specific bills or legislative ideas. (Grassroots)
- Preparing materials or organizing events in support of lobbying activities.

Choosing and Framing Your Issue

Problems vs. Issues: A problem is a broad area of concern. An issue is a solution or partial solution to a problem. We advocate and mobilize others around key issues of concern.

Framing is how you talk about that issue, so that it connects with people's shared values and moves them to action.

Choosing and Framing Your Issue

- Develop your personal story
- Know your audience
- Clearly define the problem, solution, action

700
FEWER SPE



12,000
OVERCROWDED
CLASSROOMS

Tips for Successful Advocacy

- What is your strategy?
- What tactics will carry the most weight?
- Time and effort vs. impact

LOW IMPACT

- Sign an online petition
- Send a form email
- Connect with an elected official on social media
- Use social media to connect with fellow advocates

MEDIUM IMPACT

- Send an original email or letter
- Make a phone call to an elected official
- Write a letter to the editor (LTE) or opinion piece
- Attend a community town hall hosted by an elected official

HIGH IMPACT

- Schedule a meeting at the NC General Assembly with your legislator
- Schedule a one-on-one meeting with your legislator in the home district
- Host a community event or forum and invite your legislator

INCREASING TIME COMMITMENT

Lay of the Land



Know Who Represents You

Everyone in North Carolina is served by many elected leaders:

- City or Town Council
- Mayor
- School Board
- District Attorney
- County Commission
- NC General Assembly (NC House & Senate)
- US House
- US Senate
- Governor
- Council of State
- District Court Judge
- Superior Court Judge
- NC Court of Appeals
- NC Supreme Court
- Council of State Offices – 9
- President



Get to Know Your Elected Leaders

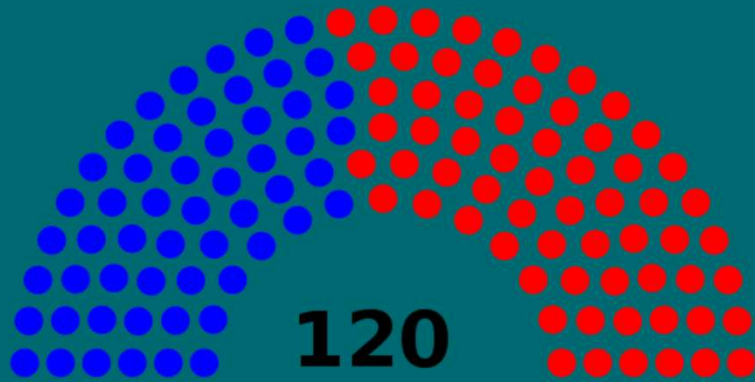
Relationships Matter! Building a solid relationship with your elected leaders that is based on mutual respect and trust is crucial.

Grassroots Matter! Advocacy starts at home.

The simplicity of effective grassroots...

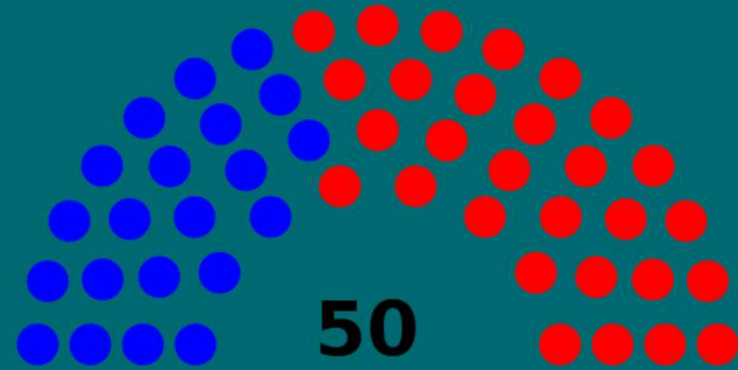
- Educating the legislator/policy maker
- Creating trust and offering assistance
- Taking enough time without taking too much time

NC General Assembly



HOUSE

Speaker of the House
Rep. Tim Moore (R-Cleveland)



SENATE

Senate President Pro Tem
Sen. Phil Berger (R-Rockingham)



North Carolina General Assembly

#ncga

- Two-year budget cycle known as biennium (NC budget is around \$26 billion per year)
- “Long session” is the first year of the cycle (odd years). Runs from January until ??
- “Short session” is the second year of the cycle. Runs from April/May until ??
- Part-time legislature

North Carolina General Assembly

#ncga

- Session held on Monday evenings, Tuesdays, Wednesdays, and Thursdays
- Legislators serve on committees and sub-committees on dozens of topics – this is where much of the work gets done
- Best time to plan in-district meetings during session are Monday mornings, Fridays, and the weekend.

Take Action

Join the [NC Child Advocacy Network!](#)

Download the [NC Child Advocacy toolkit](#)