

Session #1C

Engaging Survivors and Grassroot Organizations in Policy Advocacy



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2021 National Prevention Town Hall



National Resource Center
on Domestic Violence

preventIPV
tools for social change

In This Session....

- We will discuss the definition of advocacy and three forms of advocacy.
- We will look at the importance of Community Mapping and creating Landscape Analysis.
- We will discuss the impact of storytelling and strategic advocacy.

What is Advocacy?

“No voice is too soft when that voice speaks for others”

What is Advocacy?

Advocacy is the act of supporting or bringing awareness to a certain cause or issues.

- **Forms of Advocacy**

- **Issue Advocacy** – singular, one cause advocacy
- **Systems Advocacy** – two fold advocacy, systematic cause affecting direct services or resources
- **Policy Advocacy**- big picture advocacy, affecting several entities, disciplines, and communities

What is Advocacy?

Advocacy vs. Lobbying

- **Advocacy** is the act of promoting your opinion on a particular case or policy.
- **Lobbying** is directly influencing legislation and urging policy makers to vote for or against a policy.
- Federal funding guidelines prohibits spending on lobbying and legislative influence.
- A 501(c)(3) organization may engage in some lobbying, but too much lobbying activity risks loss of tax-exempt status.

Community Mapping and Landscape Analysis

“Alone, we can do so little; together, we can do so much.”

Community Mapping and Landscape Analysis

Who's on the ground?

- **Organizations → Organize**

- Organizations are vehicles that help drive advocacy strategies through various communities.

- **Businesses → Funds**

- Small and Corporate businesses provide additional financial resources and donations.

- **Legislative Key Players → Amplified Voices**

- Key Players symbolize the horn of the vehicle. “Look out world, here they come.”

Community Mapping and Landscape Analysis

- **Survivors → Storytelling**

- Survivors provide tangible references that magnify the affects of policy changes on real people.
- Survivors' stories provides visual of how polices can directly save lives.
- Real Stories applied to Real Issues get Real Results

Community Mapping and Landscape Analysis

Legislative Landscape

- **The Data → Demographics**

- Know who represents your state or district. Create charts that outline demographics according to political party, race, gender, and voting history.

- **Allies → Supporters**

- Know who's in your corner. Develop a list of who supports your issue.

- **Opposition → Opposers**

- Where is the backlash? Plan to redirect or provide additional education to those who may be against the issue.

Storytelling and Advocacy Impact

“The most powerful person in the world is the storyteller”

Storytelling and Advocacy Impact

Life Saving Storytelling

- **Target the heart (impact)**

- Lawmakers need stories that educates them that the issue doesn't just affect their constituents but can also affect their family, church member, and friend.

- **Channel the Ear (attentive)**

- Lawmakers have a short attention span. Once you have their attention you must provide short of stories that leaves a strong impact.

- **Provoke the Hands (action)**

- Give lawmakers a call to action. Let them know what they can do NOW to help people describe in your stories.

Storytelling and Advocacy Impact

Impactful Advocacy Strategies

Impactful strategies help create morale between survivors, grassroots organizations, and lawmakers

- **Policy Listening Sessions**

- Listening session held to talk with grassroots organizations and survivors about what issues are important to them.

- **“aDVocacy Thursday”**

- Strategy used to create consistent visibility. “I know your issue, but most importantly I know YOU”

Storytelling and Advocacy Impact

- **Legislative Events**

- Events with partners, organizations, and businesses that provides a less intense atmosphere to educate lawmakers.

- **Educational Materials**

- Less documents, more info graphics! Quotative information that's easy to comprehend.

Storytelling and Advocacy Impact

Mississippi Legislative Success

- **2020 Advocate-Victim Confidentiality**
 - Legislation that provide an Advocate-Victim clause that protects certain conversations and testimonies shared with advocates.
- **2021 DV Match Fund Revisions**
 - Removal of 25% cash match requirement for shelter programs who received funding through MS Domestic Violence Fund.

Thank You!

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