



North Sound ACH

*Network Learning Session:*

# Getting Started with Legislative Advocacy

March 29, 2023 | Advocacy Learning Series, Part One



# Land Acknowledgement

We begin by acknowledging, with humility, that the land where we are today is the territory of the People of the Salish Sea.

Their presence is imbued in the waterways, shorelines, valleys and mountains of the traditional homelands of the Coast Salish People.

Since Time Immemorial...

Visit <https://native-land.ca/> to learn more about the Indigenous land where you live, work, and play.

# Our Time Together

- Introduce the Advocacy Learning Series
- Grounding Presentation: Legislative Advocacy 101
- Panel Discussion: Advocacy in Action
- Small Group Connections and Reflection
- Closing and Next Steps

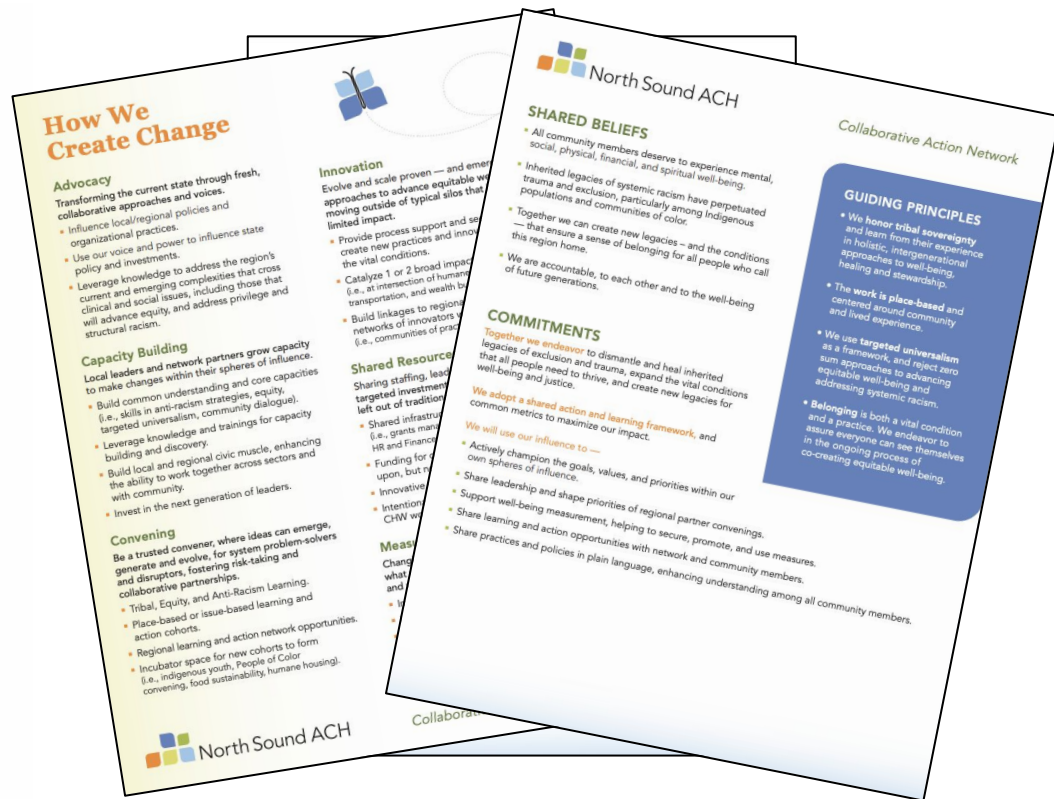
# Network Commitments: Advocacy

## How We Create Change

### Advocacy

Transforming the current state through fresh, collaborative approaches and voices.

- Influence local/regional policies and organizational practices.
- Use our voice and power to influence state policy and investments.
- Leverage knowledge to address the region's current and emerging complexities that cross clinical and social issues, including those that will advance equity, and address privilege and structural racism.



# Learning Session Goals & Our “Why”

## **Why are we talking about advocacy today?**

- Policy barriers are getting in the way of communities thriving - need to “work upstream”
- Individually, and as Network, we have power to create significant policy change
- Advocacy can happen in many different ways - today we’ll focus on state legislative advocacy

## **Goals for today’s learning session (part one of a series):**

- Build Network members’ capacity to engage in advocacy work
- Provide an overview of how your organization can engage in legislative advocacy
- Learn from peers about what legislative advocacy can look like
- Discuss what action steps we want to take as individual organizations, and as a Network

# Legislative Advocacy 101

**Tiffany Brace**, Policy Director



**Nonprofit Association  
of Washington**

**Learn. Advocate. Collaborate.**



**Nonprofit Association  
of Washington**

## **Mission**

The Nonprofit Association of Washington convenes a powerful network of nonprofit organizations across Washington State to learn, advocate, and collaborate, so that nonprofits can achieve their missions.

## **Vision**

A vibrant nonprofit sector that is a valued partner in strengthening communities.





**Nonprofit Association  
of Washington**

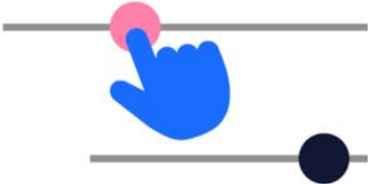
Learn. **Advocate.** Collaborate.

# Advocate

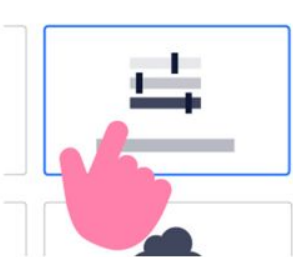
- **Amplify nonprofit voices**
- **Lobby for a positive policy climate for all types of nonprofits**
- **Use stories and data to communicate the value of nonprofits**
- **Partner with government and philanthropy to advance equity**
- **Work for justice**



# TRIVIA TIME



# Mentimeter



**Legislators need to hear from *you*.**



# Advocacy Overview

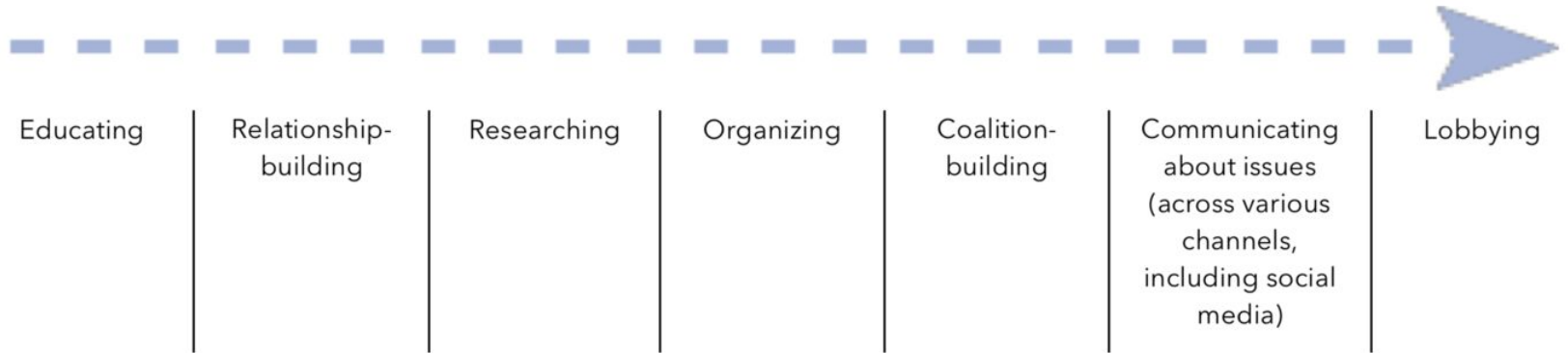


- Why: purpose, mission
- What: money, policy, implementation
- How: community, elected, media



# What is advocacy?

Advocacy activities include:



# What is lobbying?



# Overview of Lobbying Rules

	Federal	State
<b>Definition</b>	Decision Maker + Actual Legislation + Asking for a Vote	Attempting to influence a decision maker on any subject or legislation
<b>Focus</b>	Compliance	Disclosure
<b>Scope</b>	Federal, state, local (not special districts)	State government only
<b>Who is reporting?</b>	Organization via 990 tax return after one-time filing of 501h election	Individual via PDC registration and monthly reports, if over the threshold of lobbying activity on 4 or more days during a 3-month period
<b>Limits for 501(c)3 orgs</b>	Not a “substantial part” of the organization’s activities (typically less than 20% of budget)	Unlimited

Please note: These resources are for reference only. I am neither a lawyer nor tax accountant and cannot give advice on your individual situation.



# Two sets of rules



# What you *can't* do as a 501c3...



- Endorse or support candidates for elected office
- Partisan activity

That might look like:

- A campaign fundraiser to support your senator
- Paying for registration for a partisan event
- Letting a mayoral candidate use your office for a campaign event





# But what about as an individual?



Know which hat you're wearing!

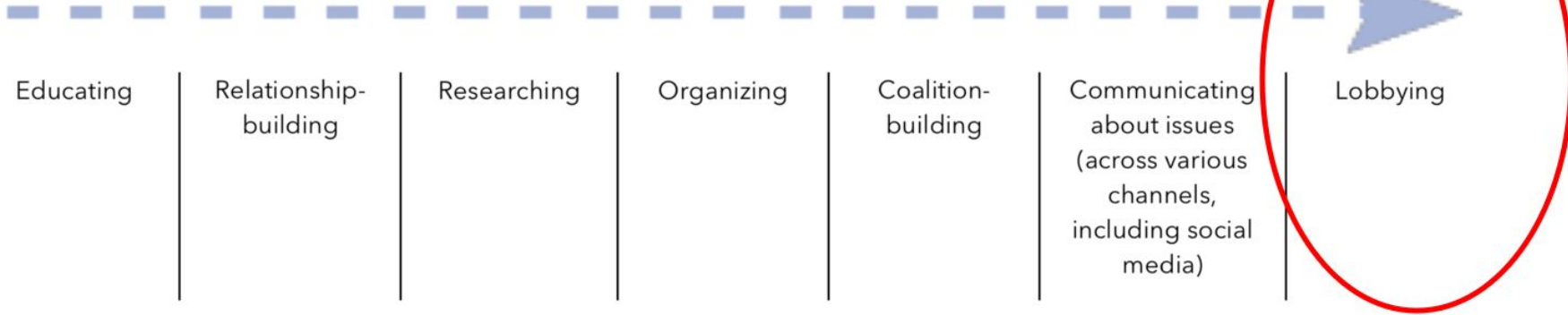
## Consider:

- Is this paid time or am I on personal time?
- Am I using 501c3 organization resources, like event space or money?
- Am I representing myself as an agent of the organization? What contact information am I using?



# What is advocacy?

Advocacy activities include:



# Washington State Reporting Threshold



## Direct lobbying

Anyone who is paid for attempting to influence legislation (including by being reimbursed for any expenses) and has attempted to influence legislation in more than four days in any consecutive three-month period, will trigger lobbyist registration.

Even small amounts of lobbying (e.g., sending one e-mail) can count as one of the four days. Preparation, travel and wait time do not count towards the four-day threshold.

**IMPORTANT NOTE:** The PDC interprets the four-day threshold as applying to your organization as a whole, and not to individual staff members. For example, if two staff members attend one meeting with a legislator during one day that would count as two days towards the four-day threshold.



# Sample L-2, Washington State Lobbyist Report



## Lobbying activities

All subject areas lobbied for each employer and time spent lobbying.

Subject area(s) lobbied.

EMPLOYER	SUBJECT MATTER OF PROPOSED LEGISLATION	ISSUE OR BILL NUMBER	PERSONS, LEGISLATIVE COMMITTEE OR STATE AGENCY CONSIDERING THE MATTER
Nonprofit Association of Washington	Law and justice	SB 5059 Pre-Judgement Interest	Senate Ways & Means
Tiffany Brace	Human services	Baby Bonds/Future Fund SB 5125/HV 1094	House and Senate
Nonprofit Association of Washington	Local government	HB 1086	State House
Tiffany Brace	Human services	HB 1474/SB 5496	House Housing Committee/Senate Housing Committee
Nonprofit Association of Washington	Business and consumer affairs	Nonprofit Government Contracting Improvements	Governor's Office; Dept of Commerce; Dept of Enterprise; all Senators; all House Reps
Nonprofit Association of Washington	Local government	HB 1575	Local government committee



# Let's Talk About Session



# Advocacy is Ongoing



"We need to make it more efficient to get grants from the State of Washington... We want to work on, can we make the system easier to access? Can we make it more uniform, so you don't have to have seven different types of applications? Can we simplify? Can we help you get the expertise it takes to make the grant applications? We have some work to do in that regard."



# Year-Round Advocacy

Meet with your Legislators	Jan	
	Feb	Attend an Action Day
Watch for Key Deadlines	Mar	
	Apr	Continue to communicate about key issues
Request Legislative Updates	May	
	Jun	Connect with Coalitions

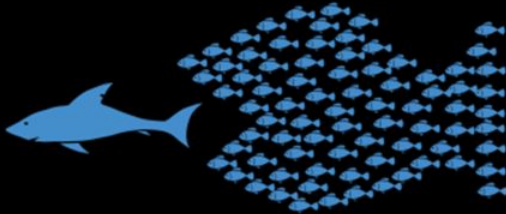
Set up meetings with your legislators	Jul	
	Aug	Invite legislators to tour your nonprofit
Ask community what issues are most important	Sep	
	Oct	Develop your legislative agenda
Share your legislative agenda	Nov	
	Dec	Make a plan for session



**DON'T PANIC**



**ORGANIZE!**





# Find a Coalition



Nonprofit Association  
of Washington



**BIPOC ED  
COALITION**  
WASHINGTON STATE



WASHINGTON LOW INCOME  
**Housing Alliance**



North Sound ACH



LEAGUE OF  
**EDUCATION  
VOTERS™**



**LWV** LEAGUE OF WOMEN VOTERS™  
OF WASHINGTON





Arguably, the most important public policies we have in the United States have come from nonprofit organizations lobbying for their causes.... These achievements may be largely attributed to the strong leadership of executive directors and board members who knew that direct service alone would not change the flawed or missing public policies that contributed to the problems their organizations were trying to alleviate.



--David F. Arons, in *Nonprofit Governance and Management*



# Learning from each other: Panel Conversation



## **Elizabeth Jennings**

Community Engagement Director, Community Action of Skagit County

## **Kati Ortiz**

Maestros Para el Pueblo Manager, Skagit Valley College  
Board Member, Community Action of Skagit County

## **Barbara Schultheiss**

Executive Director, Lopez Island Family Resource Center

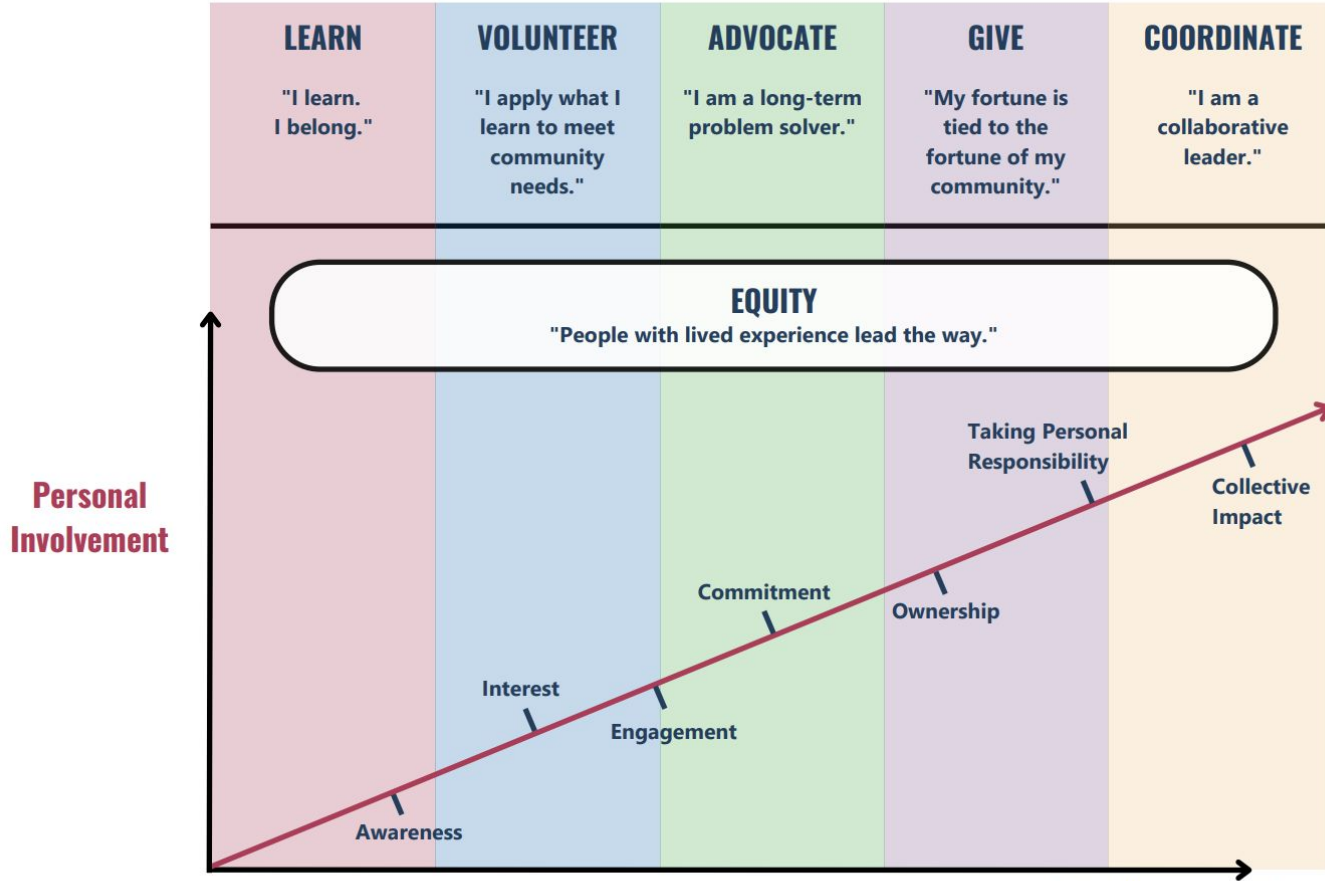
## **Michelle Frye**

Volunteer Manager, Homage Senior Services

## **Juli Rose**

Director of Home Repair, Transportation, and Facilities, Homage Senior Services

# Community Engagement Strategies



**Building Long-Term Reciprocal Relationships**

# Our Advocacy Journey



**Our vision** is a community in which everyone works together to end poverty in Skagit County.

**Our mission** is to stabilize lives, equip people to meet their goals, and build a stronger, more equitable Skagit County.

## **Equity Statement:**

- ❖ We are guided by those we serve in our community.
- ❖ We believe that all of us can change values, beliefs, and policies to create a more equitable community.
- ❖ We recognize that the roots of poverty are embedded in trauma, oppression, and inequity.
- ❖ We support and encourage diverse leadership and representation.
- ❖ We have a lot to learn by listening to people with this lived experience in poverty, homelessness, and inequity based on race and other identities.

# Our Advocacy Journey



## Development of Advocacy Strategy

- ❖ Board makeup:
  - ❖ 1/3 public sector (elected), 1/3 private sector, 1/3 client sector
- ❖ Public policy advocacy was hoc for many years
- ❖ Started doing annual “Take Action!” Olympia bus trip in 2013
  - ❖ Staff-driven, board supported
- ❖ Participated in statewide coalitions, provided testimony
- ❖ Board chartered CREAT subcommittee in 2018
  - ❖ “Community Relationships, Education, & Advocacy Taskforce
  - ❖ Focus on long-term relationship-building, not just policy/budget wins
  - ❖ Monthly meetings with local, state and federal electeds, and other leaders
- ❖ Engaged our Skagit Latinx Advisory Committee
  - ❖ Public Policy Listening Sessions
  - ❖ Candidate forums, listening sessions
  - ❖ With ACH and Skagit Public Health: Skagit Latinx COVID Prevention Team



**Lopez Island Family  
RESOURCE CENTER**

*Serving the entire community at every stage of life*

# Legislative Advocacy

- Supporting community leaders and their ideas
- Building relationships
- Learning about each other
- Sharing stories
- Demonstrating impact
- Collaborating with regional, state and national partners

**EMPOWER  
COMMUNITY  
LEADERS**

**FOOD  
SECURITY &  
BASIC  
NEEDS**

**YOUTH  
PROGRAMS**

**AFFORDABLE  
HOUSING**


**FAMILY  
RESOURCE  
CENTERS**



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Advocacy in Action





Advocacy is a work in progress. We started out with workshops on Ageism and Being your Own Health Advocate. Collaborative work with *Changing the Narrative*. We participated in Candidate Forums multiple years.

Our current plan is starting with Coffee & Chats with our elected officials – local and state representatives; quarterly newsletter; invitations to participate and/or volunteer at special events; and quarterly advocacy committee meetings.

Participate in community legislative activities – two large cities in Snohomish County – Everett and Lynnwood hosted State of the City events. They give the bigger picture of the upcoming year and beyond.

Started attending other community invitations. Our local Economic Alliance of Snohomish County did a legislative kick off event. Multiple legislative representatives spoke to the upcoming session and took questions from the audience.



Partnerships & join advocacy groups/newsletters

- American Society on Aging
- Washington Low Income Housing Alliance
- Justice in Aging
- Washington State Senior Lobby
- Nonprofit Association of Washington
- PSARA (Puget Sound Advocates for Retirement Action)
- League of Women Voter's of Snohomish County

Attend Advocacy webinars when possible. Helps identify trends

Participate in voter education and forums for elected offices

Introduce Juli Rose – Homage's Director of Transportation, Home Repair & Facilities at Homage

**Michelle Frye, [mfrye@homage.org](mailto:mfrye@homage.org)**

Volunteer & Advocacy Manager

425-740-3787

# Advocacy Survey Reminder!

## Did you complete the Advocacy Survey?

*Help us get a better understanding of our Network's assets, growth areas, and what issues and policies are advocacy priorities - to lay the foundation for our advocacy work in the coming year and beyond.*

### **Advocacy Survey Link:**

<https://tinyurl.com/NorthSoundAdvocacySurvey>



## North Sound Collaborative Action Network: 2023 Partner Advocacy Survey

**Thank you for taking the time to complete this Partner Advocacy Survey!**

One of the Collaborative Action Network's strategies for creating change is through advocacy, specifically by using our individual and collective voices and power to influence local, regional, and state policies, investments, and organizational practices. As we strategize on how we want to do this work, we are taking a look at our regional advocacy landscape, including assets and gaps in network members' advocacy knowledge and experience.

Answers to the following questions will help inform content for Network trainings and learning sessions, and lift up opportunities for joint advocacy in 2023 and beyond. Your individual responses will not be shared within the Network without your permission. We may follow up with respondents to seek more context or detail over Zoom or phone if needed.

*Please let us know if there is someone other than you is better able to complete this survey, or you can forward it to that person directly.*

# Resource Library



## Advocacy Collection:

<https://northsoundach.communitycommons.org/actionareas/advocacy/>

## Learning Together in the North Sound

Connect. Coordinate. Collaborate.

Search hundreds of resources

SEARCH

### What is the North Sound ACH Resource Library?

North Sound Accountable Community of Health (North Sound ACH) exists to create a just and inclusive culture and the necessary conditions for all community members to thrive. The North Sound ACH Resource Library is designed to make the wisdom, innovations, and best practices that already exist in North Sound accessible—and to link North Sound resources to national frameworks and thought partners.



# Thank You!

Please complete this brief post-session survey  
(required for Network partners)

<https://www.surveymonkey.com/r/March2023LegislativeAdvocacy>

*Additional questions?*

Email: **[Team@NorthSoundACH.org](mailto:Team@NorthSoundACH.org)**