Advocacy Strategies for Keeping on Mission in a Changing Political Climate

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Agenda and Objectives

- Policy concerns
- The why
- Strategic planning
- Effective advocacy
- Questions and discussion

- Learn to effectively strategize for long term political gains
- Use your knowledge of social welfare systems to be a persuasive advocate.
- Feel confident using reviewed tactics for successful face to face advocacy visits
Why is advocacy important?

NASW Ethical Standards

• 6. Social Workers' Ethical Responsibilities to the Broader Society
  • 6.01 Social Welfare
  • 6.02 Public Participation
  • 6.03 Public Emergencies
  • 6.04 Social and Political Action
Strategic Planning
Process

- Developing your mission
- Deciding on policy areas
- Desired Outcomes
- Don’t stray
Developing your mission

• What is your organization’s mission?
• How does policy advocacy fit into your larger mission?
• How will external and internal stakeholders understand your mission?

“Engaging federal policy makers in The Salvation Army’s fight against poverty.”
Deciding on policy areas

- What is your organization’s reason for existing?
- Who do you serve?
- What policies are *directly* impacting them?
- What policies make your job/mission easier or more challenging?
- Who are other stakeholders you need to consider?
Desired outcomes

• What are you trying to achieve?
• How will you know you achieved it?
• How do you translate qualitative wins into metrics?
### Strategic Advocacy Plan 2019 and the 116th Congress

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<th>GOAL</th>
<th>OBJECTIVES</th>
<th>OUTPUTS/STRATEGIES</th>
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<td>Establish The Salvation Army as a leading authority on holistic poverty alleviation. 1.1 To be a known and trusted resource to the Federal Government.</td>
<td>1.1.1 Submit 3 testimonies in order to be asked to testify in the future. 1.1.2 Conduct 80 visits with Congress and the Administration to raise profile of SA and strengthen connections 1.1.3 Host two Capitol Hill events to inform and increase exposure and clout 1.1.4 Develop stronger relationships with Faith-Based offices in the Administration</td>
<td>1.1.1.1 Identify related committees 1.1.1.2 Meet as a team with related committees 1.1.2.1 Conduct 10 new member visits 1.1.2.2 Strengthen ongoing relationships with additional visits and site visit offers 1.1.3.1 Topical briefing during National Salvation Army Week, potentially related to AHT Fight for Good end of year event 1.1.4.1 Request meetings related to specific issue area instead of congregate into meeting</td>
<td>1.1.3.2</td>
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Don’t stray

- As issues pop up ask yourself a few questions
  - Is my organization best situated to lend our voice to this issue?
  - Do I know enough about this to defend my organization’s position?
  - Does it support established goals?
  - What happens if you don’t weigh in?
  - Is there collateral damage if you do weigh in?
  - Who else is supporting or protesting this issue?
  - What about coalitions?
Effective Advocacy
Four principles to effective advocacy

- Know what you want
- Know who you are talking to
- Know how to talk to them
- Know how to follow up
### Effective meetings

#### BEFORE
- Coordinate your plans with your leadership
- Determine who needs to be present for the meeting
- Define the meeting’s goal
- Personalize your message

#### DURING
- Open meeting with introduction and purpose
- Personalize your message to the audience
- Relate it to your experience with statistics and stories
- Share how policies affect those you serve

#### AFTER
- Send a thank you letter or email.
- Send any requested material.
- Keep in touch with key staff
- If you’ve offered a site visit, follow up
If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?

- In-Person Issue Visits from Constituents: 94%
- Contact from Constituents' Reps: 94%
- Individualized Email Messages: 92%
- Individualized Postal Letters: 88%
- Local Editorial Referencing Issue Pending: 87%
- Comments During Telephone Town Hall: 87%
- Phone Calls: 84%
- Letter to the Editor Referencing Your Boss: 84%
- Visit From a Lobbyist: 83%
- Form Email Messages: 56%

(n = 190-192)
Source: Congressional Management Foundation 2015 survey of congressional staff, including Chiefs of Staff, Communications Directors, Legislative Directors, and Legislative Assistants.
Questions?

Keep in touch!
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