



FRONTERA

Advocating for your Nonprofit

West Texas Rural Philanthropy Days

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Politics Today: The Inspirational



Politics Today: The Transactional



Politics Today: The Confrontational

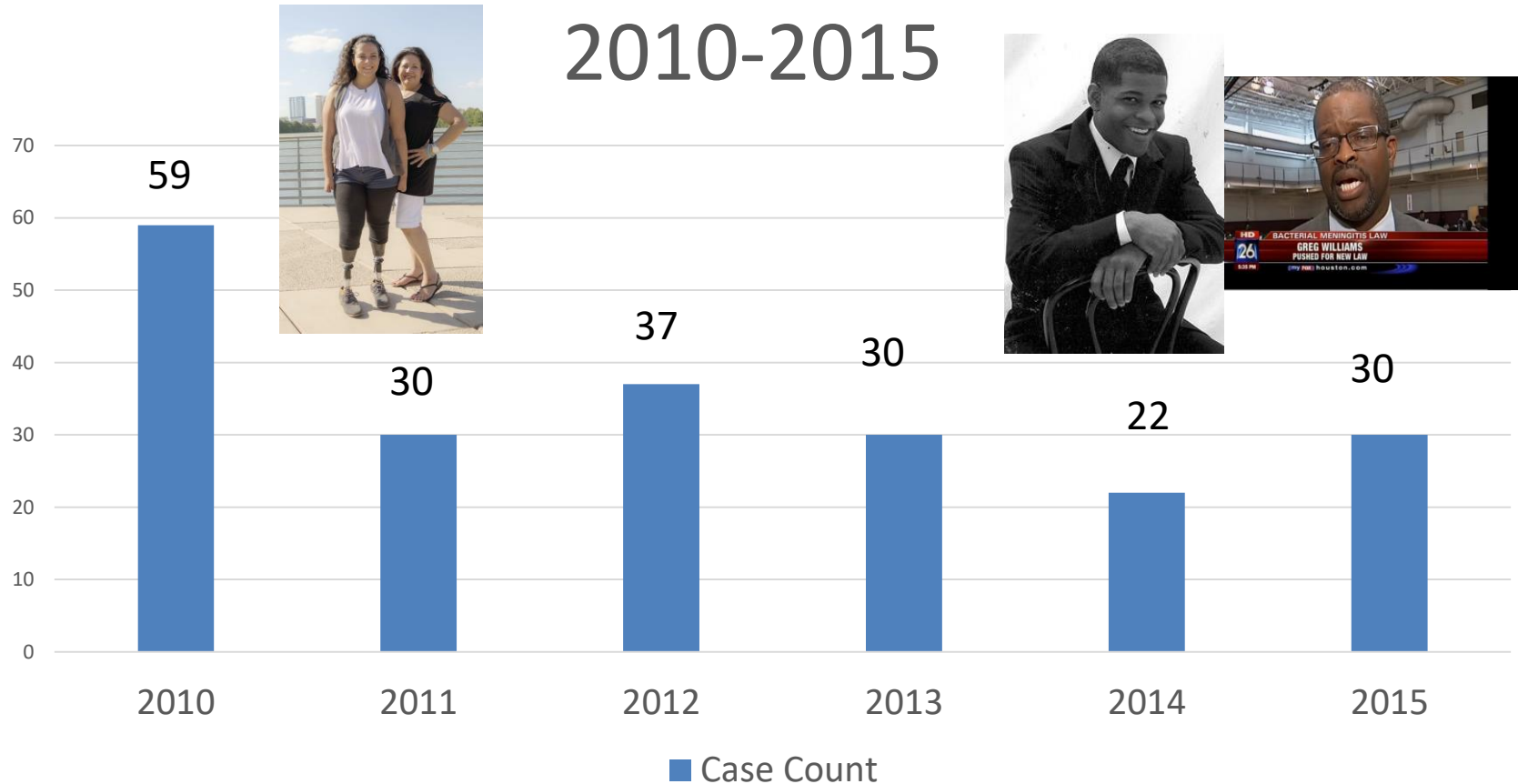


U.S. Immigration
and Customs
Enforcement



Politics Today: The Personal

CASES OF MENINGOCOCCAL DISEASE IN TEXAS, 2010-2015



Tex. Immunization Stakeholder Working Group meeting, VPD Update, 2014 (Oct. , 2015). * Provisional as of Oct. 2, 2015.



You CAN Conduct Advocacy (And YES that Includes Lobbying)

- **Educate your accountants and lawyers.**
- **Believe that change is possible.**
- **Demand more of your funders.**
- **Find your allies in philanthropy.**

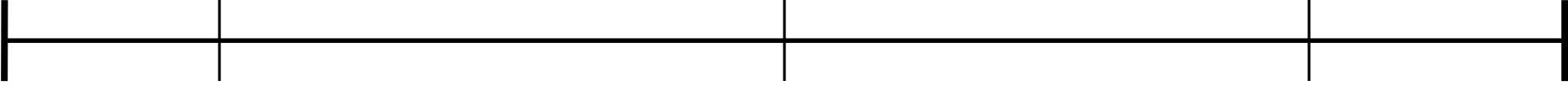
Just Do It.

Nonprofit Advocacy Continuum: Strategy and Action

RESEARCH

ADVOCACY

TRUSTEE ENGAGEMENT



There is no wrong place.
There is only **YOUR** nonprofit's place.

How Do We Work Together to Make REAL Change?

1. Focus Focus Focus
2. Build Credible Research Case
3. Messengers from All Perspectives
4. Educate the Media and the Public
5. Engage Political Process with Pragmatism
6. Partner with Government before You Win

I'm sick and tired of being sick and tired.

Focus

HOME VISITING IN NEW MEXICO

Research shows that supporting families through home visiting improves the well-being of children in New Mexico.



WHAT IS HOME VISITING?



Home visitors work with expecting and new parents to discuss health, well-being, and activities to foster their child's development. Participation is voluntary.

DID YOU KNOW?

When children and families participate in high-quality home visiting programs they are more likely to be....



HEALTHY



SAFE



NURTURED



SCHOOL
READY

Created by the New Mexico Early Childhood Funders Group

Credible Research



Messengers from All Perspectives



ReadyNation

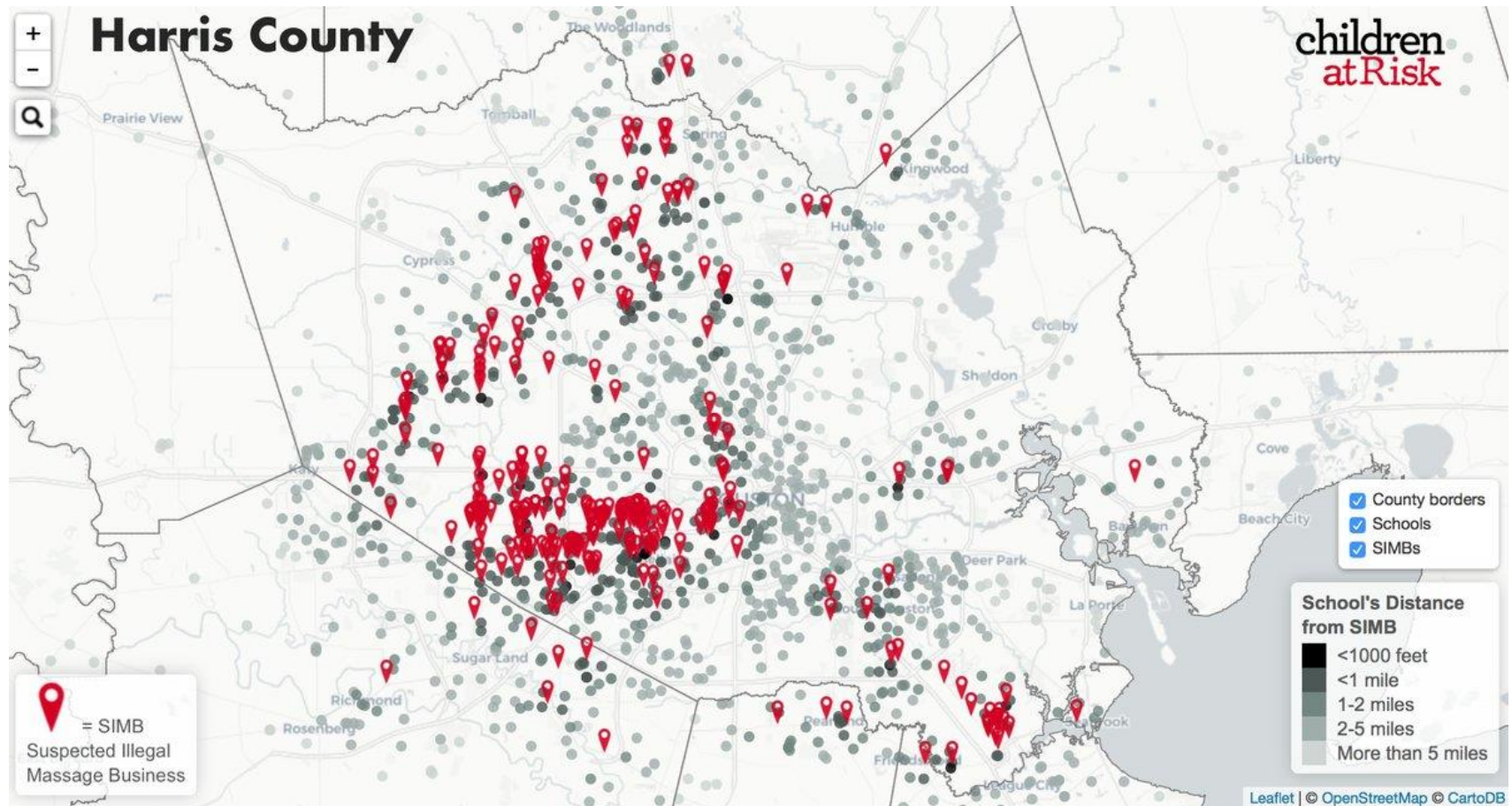
eliminating racism
empowering women

ywca

Southern Arizona



Media Advocacy: Fight against Human Trafficking



Mind the Process and the Players



Potts Family Foundation



Prepare to Win



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What is YOUR plan?

GROUP FUN TIME!

1. What is your FOCUS?
2. Who has the credible numbers and data?
3. Who are your most effective messengers?
4. How will you alert the media and public?
5. What's your plan for policymakers?
6. Who in government will implement?

How Did WE Do?

1. Focus Focus Focus
2. Build Credible Research Case
3. Recruit and Support Believable Messengers
4. Educate the Media and the Public
5. Engage Political Process with Pragmatism
6. Partner with Government before You Win

Questions or Concerns?

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