

Advocating for Change

The Fundamentals of Advocacy and Leadership Training

Advocacy	Leadership
Community	Empowerment



Center for Advocacy and Leadership Training

First Edition
2011

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Acknowledgements

“A Lit Candle loses nothing when it lights another” – this is the epitome of why Time for Change Foundation exists. The Center for Advocacy and Leadership Training project would not be possible if someone hadn’t shared their light with me. That flicker was fanned into a flame by wonderful support, encouragement, investment and leadership training. When you toss a pebble into the lake you never know how far that ripple will have effect. This is a culmination of best practices, lived experiences, great trainings and courageous women who dared to believe in people like me.

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Foreword

Time for Change Foundation's Center for Advocacy and Leadership Training recognizes that no single policy or systems change will achieve our goal of helping women to land softly on both feet as they seek to rebuild their lives from homelessness, mental illness, substance abuse, domestic violence and incarceration. Rather, we believe, as The California Endowment espouses, that many policies, systems and organizational changes are necessary at the local, state and national levels before these goals can be achieved. We also believe that everyone has a role to play and that all organizations can contribute to achieve and change policy (The California Endowment 2008).

So, how do we teach ourselves and others how to accomplish these goals? Time for Change Foundation's Center for Advocacy and Leadership Training is built on the belief that everybody deserves the opportunity to change the course of their life and should be provided the opportunity to do so. Our Advocacy for Change Programs and Services are built on these core values:

- Everyone is deserving of a home that is nurturing and supportive
- Spirituality is essential to growth
- Respect and altruistic concerns for others
- Having an open mind to invest in the potential of the human spirit
- Empowering women to break the cycles of recidivism and homelessness

Time For Change Foundation's Center for Advocacy and Leadership Training has developed The Fundamentals of Advocacy Training Manual to provide advocates with the resources they need to effectively use the advocacy tools provided herein. These resources will ensure that their policy goals for improving the conditions in various communities throughout the United States can remain in the spotlight. (The California Endowment 2008, Time for Change Foundation 2010).

Special thanks are due to the team at Time for Change Foundation, Shonda Hutton, Darlene Rodriguez, and other partners who participated in the creation of this project. Time for Change Foundation, (TFCF), also wishes to acknowledge and thank its trainer and mentor, The Women's Foundation of California for their Women's Policy Institute, and acknowledges its use of the Institutes' A Resource Guide for Launching a Public Policy Training Program as the foundation and base for this Advocacy for Change: the Fundamentals of Advocacy Training Manual.

Sincerely,



Kim Carter, Executive Director
Time for Change Foundation, 2011

The Fundamentals of Advocacy Training Manual

Module 1 – Fundamentals of Advocacy Strategies

Module 2 – Power & Process (Places & Faces)

Module 3 – Lobbying vs. Advocacy

Module 4 – Advocacy Evaluation

Introduction

The objective of the Center for Advocacy and Leadership Training (CALT) is to guide advocates working with and for those most affected by laws and policies how to loudly raise their voices. CALT's **fundamentals** teach advocates and their clients how to analyze the **political** landscape, engage governments and legislators, (federal, state and local), and use the power of the vote to impact the policies and laws most affecting them. We will develop messaging around the challenges.

Participants will learn about:

- advocacy campaigns
- messaging strategies
- how organizing is used to influence change

How will this curriculum help advocates learn to be engaged?

This curriculum is user friendly and has specific lessons on how to:

- become engaged
- identify an issue or topic
- research that issue to garner support
- present your findings to elected officials
- push an agenda

This manual is something that leaders, advocates and their constituents, and anybody who has an interest can use to effect change. The language is designed so that anyone can read and be empowered to become part of the solution and to participate and speak out for their community's right.

The curriculum will serve as a means for interaction and inter-participation between those who are teaching and those who are learning by engaging in the process of learning through active participation.

Advocacy for Change Fundamentals

You will specifically be engaged in learning how to:

- understand how and where government make policy decisions
- understand policy basics
- understand the legislative process and your legislator
- create effective messaging around specific issues
- utilize the **media** to expose issues and expand your message
- develop a **strategy** to mount a campaign
- develop and implement an advocacy strategy
- develop two key concepts for your advocacy efforts
- analyze and research
- build positive, productive relationships
- **coalition** building and public engagement
- identify and influence decision makers
- grassroots lobby and direct lobby
- know the difference between advocacy and lobbying

The curriculum is designed to teach individuals how to capture and use their own collective power to:

- Advocate on behalf of themselves and others
- Influence **decision makers** by strategically using the advocacy tools.

This is a four-**module** training series that combines advocacy **case studies** with hands-on activities and group worksheets. It will help advocates develop **skills** to engage and best support policy change efforts to create viable and healthy communities across the United States.

Four Modules

The Four Modules

Module 1 – Fundamentals of Advocacy – Participants will learn what advocacy tools are, including messaging, strategies, and how to organize to influence change. We will develop messaging around the challenges.

Module 2 - Places & Faces – Participants will learn “where decisions are being made” and “who is making those decisions” and more importantly “who or what is influencing those decisions”.

Module 3 – Fear not – the “L” word (Lobbying) –Participants will learn the difference between lobbying and advocating. Using the “Alliance for Justice” tool kit, participants will have access to free legal resources to assure them of their rights. Information provided will demonstrate that non-profits can lobby without fear of losing their 501c3.

Module 4 – Advocacy Evaluation – Participants will learn to measure the results of their advocacy campaign. What did you do? How well did it work? Did you make a difference? You will need to chart mid-course corrections and celebrate triumphs.

Four Modules

When You Complete The Four Modules You Will:

- Know what advocacy is and why advocacy is so important
- Know "Where Decisions Are Being Made" and "Who Is Making Those Decisions" and, more importantly "How Advocacy Can Influence Those Decisions"
- Know how to communicate that message
- Know how to identify who you have to communicate with
- Know how to empower your message to reach the policy makers
- Know how to advance your policy goals, the goals you have for yourself as well as the organization you work for
- Know how to gain media support and shaping your message
- Know how to lobby without fear of losing your 501c3
- Understand the power from within
- Know how to step boldly forward
- Know the difference between lobbying and advocating
- Know your greatness
- Understand it is a process.

Module 1 – Fundamentals of Advocacy

Module 1 – Fundamentals of Advocacy

According to the Women's Policy Institute **advocacy** campaigns are built around strategies that can become a **customized** program designed to train women who are **community** and nonprofit leaders (2008). These types of advocacy programs are the first in the United States. The Women's Foundation of California in their, "A Resource Guide for Launching a Public Policy Training Program," a publication of the Women's Foundation of California © 2008 state, "the program was originally designed and developed specifically to increase the number of community-based leaders and particularly women in California who are actively involved in shaping and implementing policies that affect the health and well-being of women and girls."

Time for Change Foundation's executive director, board member and staff have all participated in the Women's Policy Institute of the Women's Foundation of California. The program combines traditional classroom teaching and training with experiential learning and leadership development to build a cadre of community-based **policy** advocates. We learned about the inner workings of **public policy** development and took part in activities that include writing **legislation**, testifying at public hearings and influencing the state budget process. Since 2003, Institute fellows have worked to pass more than 38 new pieces of legislation, addressing issues such as **human trafficking**, childcare and public assistance.

The program's format is to train the trainer and offers participants an opportunity to apply their new advocacy skills and knowledge to specific policy efforts while they remain active in their local communities and organizations. TFCF's Center for Advocacy Leadership and Training has designed their Advocacy for Change Training Programs using the same principles, values, and tools gained from the Institute's training in combination with lessons learned and other trainings provided by the Center for Healthy Communities. This training is a bridge that any of our organization's women and men trainers can adapt to meet the needs of their communities and gain the attention of **policymakers**. We are here to expand the Institute's impact by bringing the skills learned back to our communities and sharing them with others.