



# **Advocacy and Lobbying**

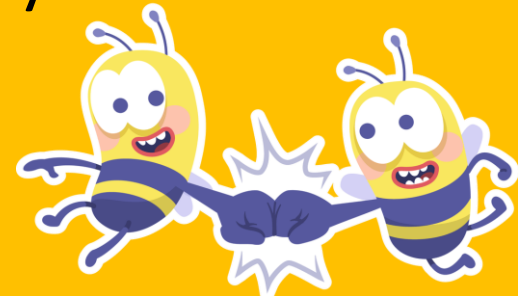
# Advocacy

- Telling your member of Congress/General Assembly how a federal/state grant your organization received has helped your constituents
- Educating a member of Congress/General Assembly about the effects of a policy on your constituents
- Inviting a member of Congress/General Assembly to visit your organization
- Broadly supporting public education without targeting an elected official or a specific bill
- Educating elected officials about the importance of an issue in general
- Offering training on how to engage in the advocacy process
- Conducting and sharing research
- Working with the media



# Advocacy

- Sending an email with an update on or summary of legislation that does not include a call to action (e.g. monthly legislative update)
- Participating in a discussion of policy issues where the resolution might require legislation, as long as the discussion does not address the merits of specific legislative measures
- Planning and hosting a briefing on unique needs of your constituents
- Examinations and discussions of broad social, economic, and similar problems
- “Self-defense” communications (communications from your agency to a legislative body concerning specific legislation that could affect your organization’s existence, powers, duties, or tax-exempt status)



# Direct Lobbying

## Definition

*Communication with a legislator, or an employee of a legislator or legislative body, or any covered executive branch or other government employee who may participate in the formulation of legislation*



# Direct Lobbying

- Asking a member of Congress/General Assembly to vote for, vote against, or amend introduced legislation
- Your organization asks its members to meet with or send messages to an elected official asking them to support a piece of legislation
- Meeting with officials of the executive branch to influence testimony on a legislative proposal
- Communications with legislators that express a view about specific legislation
- Asking legislators to increase/decrease funding in an appropriations bill
- Attempting to influence a legislator on a confirmation vote



# Grassroots Lobbying

## Definition

*An attempt to influence specific legislation by encouraging the public to contact legislators about that legislation. A communication constitutes grassroots lobbying if it refers to specific legislation, reflects a view on that specific legislation, and encourages the recipient of the communication to take lobbying action. This type of communication is known as a “call to action”.*



# Grassroots Lobbying

Grassroots lobbying happens when an organization asks the general public to take action on specific legislation. In simplified terms, grassroots lobbying must meet three tests:

- 1) Mentions a specific piece of legislation
- 2) Has a point of view on the legislation's merits
- 3) Encourages the general public to contact elected officials



# Not Lobbying

**Responses to written requests for assistance from committees or other legislative bodies.**

*The communication must be in response to a written request by a legislative body, committee, or subcommittee (not an individual legislator), and it must be made available to all members of the requesting body. As an example, the executive director of a public charity, in response to a written request from the chair of a legislative committee, could testify in support of a bill, without counting the expenses toward the organization's lobbying limits.*





# U Can't Touch This.....

SB 40 Boards & 501(c)(3)  
organizations may not  
support/oppose specific  
candidates for office or  
support/oppose ballot issues



# MACDDS

- “MACDDS” – Missouri Association of County Developmental Disabilities Services
- MACDDS is comprised of 66 county SB 40 Boards (including the City of St. Louis), 17 Related Private Organizations, and 1 Targeted Case Management Organization
- Membership dues can be used to employ a lobbyist on behalf of MACDDS
- MACDDS members can testify, support, or oppose legislation



# MACDDS 2021 Legislative Priority #1

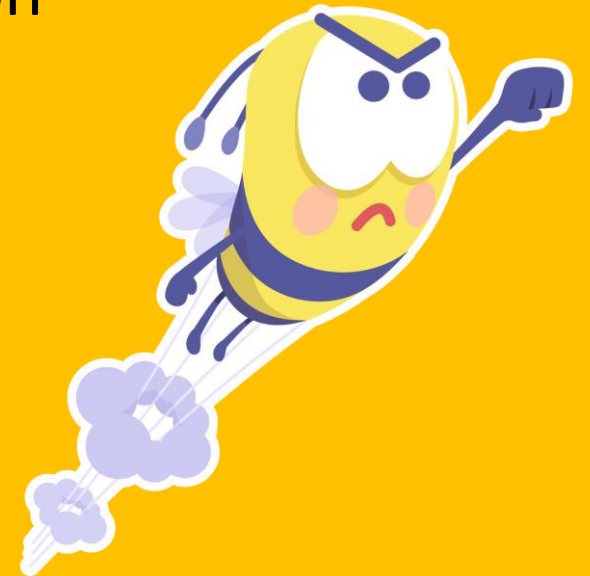
## Fully fund essential services for people with I/DD

A direct support hiring and retention crisis already exists and has been compounded by the COVID-19 pandemic and the increase in Missouri's minimum wage. Agency reimbursement rates are inadequate and must be increased to meet the requirements of the CMS Corrective Action Plan. Lack of action will continue to affect our ability to provide essential services to our most vulnerable citizens and the state's ability to receive federal match funds.



# Educate and Advocate

- Invite legislators to visit your organization and the clients/families you serve
- Educate legislators on the unique needs of your clients and their families
- Explain the impact current policy has on the people you serve
- Explain the impact current policy has on your organization
- Tell your stories/struggles
- Clients/Families can tell their stories/struggles
- Educate and advocate your heart out!!!!



# Sources

- United States Internal Revenue Service
- National Council on Aging
- National Council of Nonprofits
- Advocacy & Communications Solutions, LLC
- Bolder Advocacy – A Program of Alliance for Justice
- After School Alliance

