



# Building Your Advocacy Platform

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# Overview:

1. Creating a vetting process for adopting policy positions
2. Developing a policy agenda
3. Activity: Issue Analysis

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# 1. Creating Your Vetting Process

## **How will you decide what to support/oppose?**

- Process should be transparent
- Build in time for feedback/input
- Tiered approach - rank priorities

## **Create your criteria:**

- Solicit input from leadership + board
- Identify 4-5 key criteria
- Standardize across the organization
- Always be mission focused

# UWBA Vetting Criteria

## Fit

- How is issue aligned with org?

## Impact

- Who will benefit? How?

## Supporters/Opponents

- Who are they?
- What are their key arguments?

## Political Feasibility

- What are the challenges?
- What is the likelihood of success?

## Costs vs. Benefits

- Weigh pros + cons of taking position

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# 2. Developing a Policy Agenda

## Identify Issues

- What matters most to your constituents?
- What policies will have the greatest impact in addressing their needs?
- Where can your organization add value?



## Determine Level of Government Advocacy

- What level is relevant to your group?
- Where can you be most effective?
- What relationships can your leverage?

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## Write it, check it, use it:

- Develop a public facing document
- Use it as your advocacy North Star
- Share it with legislators and partners

<https://www.risetogetherbayarea.org/policy-priorities>

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# 3. Activity: Issue Analysis

- Split up into Small Groups
- Select Roles
  - Note Taker
  - Facilitator
  - Reporter



# Issue Analysis: Problem

- Define the problem in your words
- What about this issue needs fixing?
- Be as specific as possible

## Alignment

- How is the issue tied to your mission/programs?

## Impact

- Are the people you serve affected? How?
- What are the potential outcomes?

## Pros and Cons

- What are the benefits/costs of advocacy?

## Targets

- What level of government is advocacy needed?
- What partners are needed?

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# UWBA POLICY TEAM

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# Thank You!

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