



The Advocacy Spectrum and Tools

How far are you willing to go?

1	IDENTIFY YOUR ELECTED OFFICIALS & VOTE	As a foundation trustee or staff member, you do not give up your rights as a citizen.
2	REVIEW YOUR FOUNDATION'S GOALS	Have a thoughtful discussion within your foundation regarding public policy issues that affect your goals and programs.
3	CONSIDER FUNDING A NONPROFIT ORGANIZATION DOING ADVOCACY	<p>GENERAL OPERATING SUPPORT: Provide flexible funding so that organizations have the capacity to advocate.</p> <p>RESEARCH: Fund research that clarifies the issues that your foundation supports. This provides support for grantees as they build their case for solutions.</p> <p>ORGANIZING AND MOBILIZATION: Provide funding for constituency building by making grants to organizations that organize and mobilize stakeholders.</p> <p>TRAINING: Through general operating support, provide funding for advocacy training and other capacity building activities.</p> <p>LITIGATION: Support lawsuits on behalf of your issues when existing policy is not being applied.</p> <p>MEDIA OUTREACH: Fund a communications strategy for advancing your issues—including outreach to the news media as well as producing outreach materials.</p>
4	BUILD COALITIONS	Play a leadership role in building broad coalition groups that can advocate for change.
5	APPROACH POLICYMAKERS	Approach policymakers directly-- within the parameters of the law.
6	LAUNCH A MOVEMENT and TAKE TO THE STREETS	Consult your legal counsel.