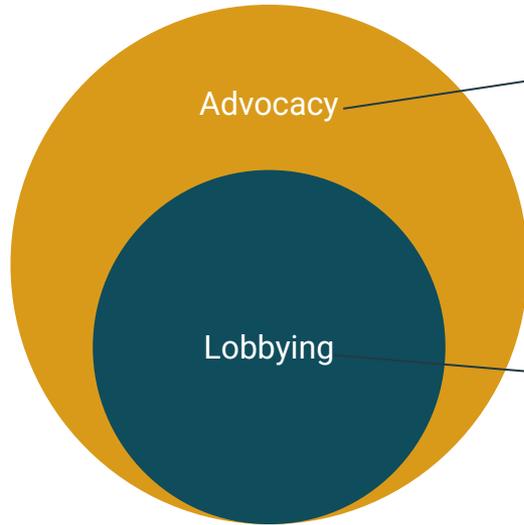


You Said What??!

Advocacy & Communications Strategy

- **Communications is key - But it's not the Goal**
- **Don't Let a Crisis Drive the Message**
- **Know When to Step Up & Step Back**

Advocacy vs Lobbying



Advocacy - efforts to influence public policy

Non-lobbying examples: research, litigation, public education, changing regulations

Lobbying - efforts to influence legislation

Lobbying - What Is Allowed?

H election

- Precise definition
- Applies only to costs
- Up to 20% of your costs
- Up to 5% for grassroots lobbying

No H election

- No official definition
- Includes costs, time, and effort
- “Insubstantial” part of your activities
- 3-5% seen as a safe rule of thumb

Communicating about broad topics or principles doesn't count as lobbying