## CLPI ROAD MAP FOR ENGAGEMENT IN LEGISLATIVE ADVOCACY

### ORGANIZATIONAL CAPACITY

#### WILL
1. Understand why legislative advocacy is important to meeting your mission?
2. Have a commitment to advocacy?

#### KNOWLEDGE/SKILLS
3. Understand the rules governing nonprofit advocacy?
4. Understand legislative processes?
5. Understand rules for funding advocacy?
6. Understand key policy issues related to your mission?
7. Understand strategy options?

#### INFRASTRUCTURE
8. Have a policy on advocacy activities or public policy engagement?
9. Have a governance structure for advocacy?
10. Have a decision-making process for advocacy?
11. Have a policy agenda?
12. Have communications & tracking systems?

#### RESOURCES
13. Have financial resources devoted to advocacy?
14. Have dedicated/designated staff for advocacy?
15. Have relationships with:
   - Policymakers
   - Government Agencies
   - Base Constituencies
   - Media

### STRATEGY

<table>
<thead>
<tr>
<th>GOALS/OUTCOMES</th>
<th>PUBLIC POLICY</th>
<th>ORGANIZATIONAL</th>
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<tbody>
<tr>
<td>Long-term</td>
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<td>Intermediate</td>
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#### DECISION-MAKERS
- Who are the Decisions-Maker(s)?
- Message(s) to Decision-Maker(s):
  - Messengers:
    - Who
    - Internal Message(s) to engage them
  - Tactics/Activities:
    - Direct Lobbying
    - Admin. Advocacy
    - Coalitions/Alliances
    - Media
    - Grassroots Lobbying
    - Grassroots Organizing
    - Voter Education
    - Other

#### OPPONENT(S)
- Who are your Opponent(s)?
- Message(s) of Opponent(s)
- Messenger(s)
- Tactics/Activities

### EVALUATION

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<td>Indicators</td>
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