newfutures

POLICY + ADVOCACY CONFERENCE

SPEAKING UP FOR WHAT MATTERS



Coalition-building for change

How to bring together partners to advance public policy

newfutures

your presenters



Rebecca Woitkowski

Vice President of Policy
New Futures
rwoitkowski@new-futures.org



Jake Berry

Senior Vice President
New Futures
jberry@new-futures.org

Medicaid MATTERS
NH NEEDS MEDICAID

NHAHA
NEW HAMPSHIRE ALLIANCE FOR HEALTHY AGING
ADVOCACY



RX PRICE RELIEF NOW

NEW HAMPSHIRE
Health Care Workforce
COALITION

HEALTHY WORKFORCE, HEALTHY STATE

newfutures
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

Critical questions before you start »



- What are you trying to achieve?
- How will the policy change affect impacted communities?
- Is your policy goal politically feasible?
- What (or who) is your biggest obstacle?
- Do you have the connections, resources, expertise to guide this policy change?
- Do you have partners willing to help?

Coalition partners



- Families/community members
- Service providers & professional associations
- Advocacy groups
- Lobbying organizations

Coalition roles »»



- Executive/leadership group
- Participant
- Contributor
- Supporter

Agreements/ expectations



- Mission & Goals
- Coalition structure & decision-making model
- Conflict-resolution
- Meeting cadence

Coalition structure



- Leadership team/Executive Committee

- Sub-committees
  - Lobbying
  - Communications
  - Grassroots
  - Data

- Facilitator

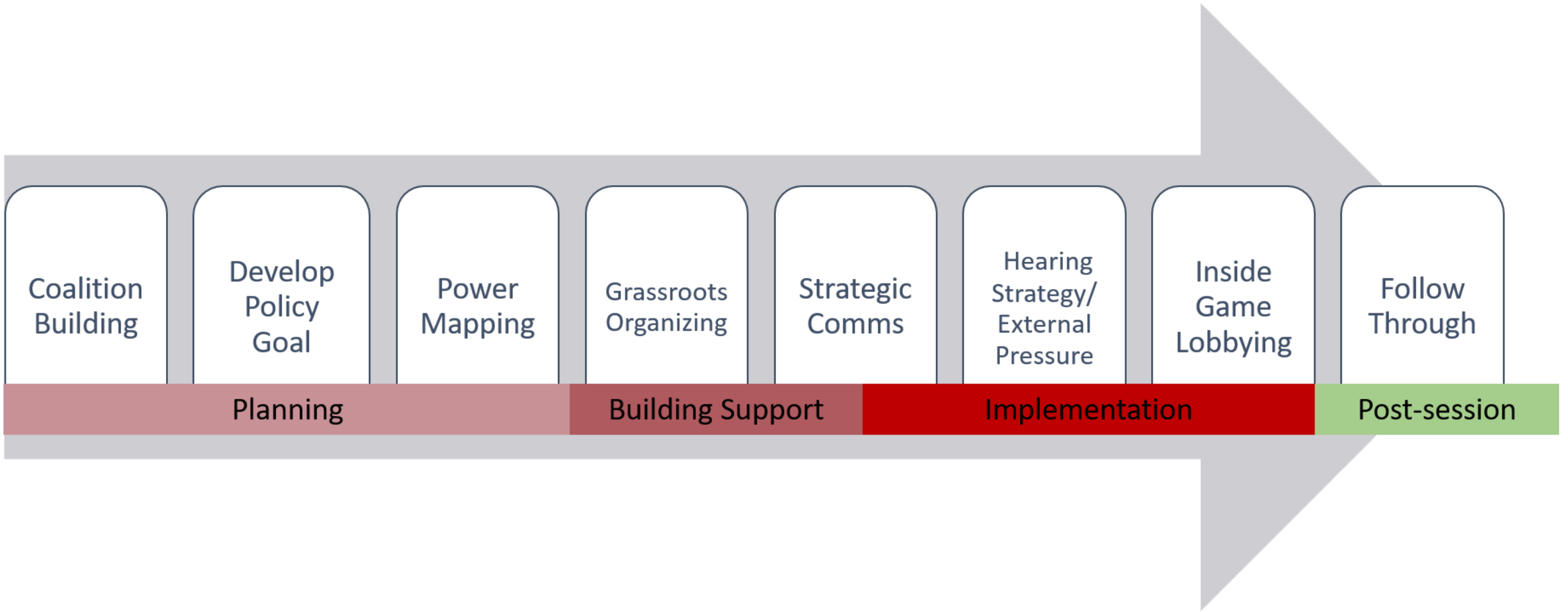
Challenges ahead »»



- Unfriendly legislature
- Funding constraints
- Bureaucratic/departmental reluctance
- **Internal division**

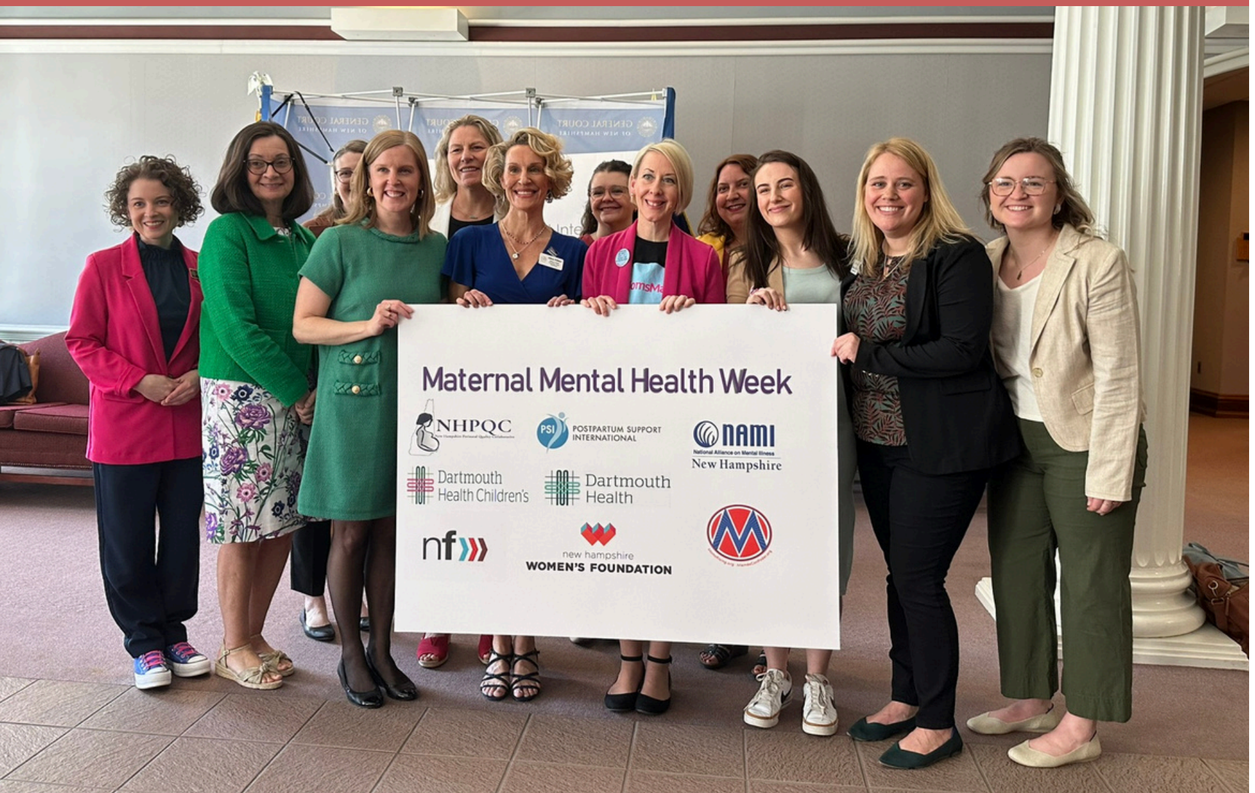
newfutures»
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

Life-Cycle of an Issue-Based Campaign



newfutures
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

Coalition building



July-August prior to session

- Convene partners & formalize coalition
- Establish ground rules
- Agree on shared campaign goal
- Identify expertise, capacity and resources of existing partners
- Recognize gaps – who/what is missing?

Policy development



July-August prior to session

- Have other states tackled this issue? How so?
- Who are the best legislative champions?
- What statute are you modifying? In what way? Other options?
- Do you have research/evidence to support need for change?
- What state departments are impacted, need consultation?

newfutures
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

Grassroots organizing



September-December prior to session

Build support in targeted communities

- Partner engagement
- Information gathering/story collection
- Community meetings, trainings & webinars
- Candidate questionnaires

Keep base informed

- Regularly provide information, not just requests
- Provide range of advocacy opportunities (testimony, phone calls, emails, other)
- Give THANKS and show impact

newfutures
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

Strategic communications



Throughout campaign

Develop Communications plan

- Non-partisan, research-based, impact focused messaging
- Shared editorial calendar
- Paid and earned media (print and digital)
- Content development: story books, videos, etc.
- Press conference and events

Ensure partners have necessary tools

- Fact-sheets/one-pagers
- Talking points
- Call scripts/email templates
- Socia media toolkit
- Media contacts, guidance

Legislative strategy



January-June (during session)

Hearing turnout
- Be strategic: quantity vs. quality

Pressure committee
- Constituent calls/emails
- Community meetings/legislative breakfasts
- Targeted media engagement
- Coalition sign-on letters/petitions

Pressure ALL legislators
- Phone banking/patch-thru calls/mass texts
- Legislative breakfasts
- Day of vote rally, flyering, texts

Follow through



July-December post-session

- THANK electeds who joined your side
- Regroup/debrief: lessons learned
- Monitor implementation
  - Contracts: RFP process, Executive Council, Joint Fiscal Committee
  - Administrative rule-making, public input process
  - Agency spending: FOLLOW THE MONEY

questions?



newfutures
POLICY + ADVOCACY CONFERENCE
SPEAKING UP FOR WHAT MATTERS

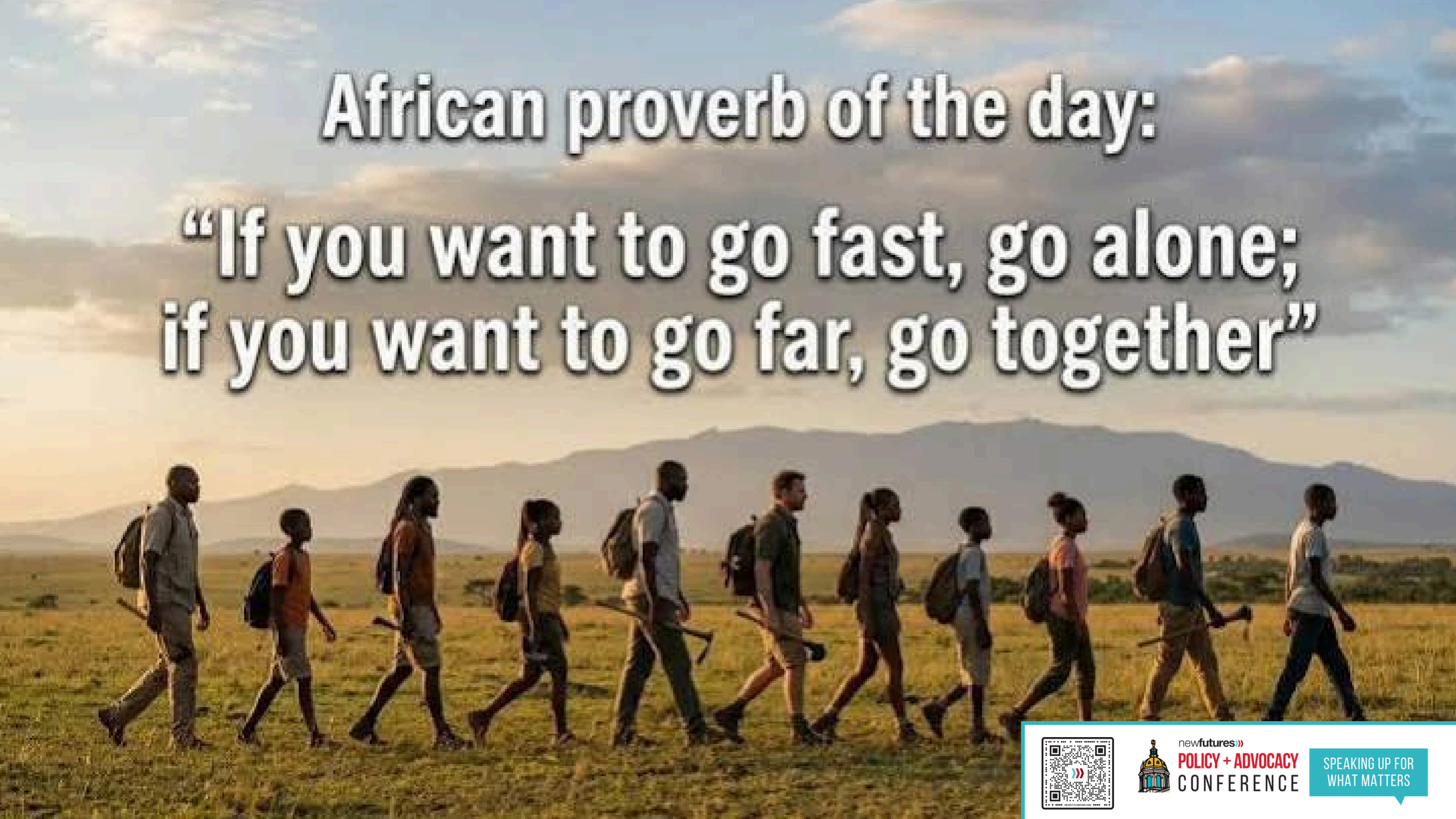
your **turn!**

Form your own advocacy coalition



Group activity: Form a coalition »»

1. Who is around your table?
2. What topic do you want to address?
3. Who is missing from your table?
4. How to structure coalition?
5. What challenges do you anticipate?


African proverb of the day:
“If you want to go fast, go alone;
if you want to go far, go together”
newfutures
POLICY + ADVOCACY
CONFERENCE
SPEAKING UP FOR
WHAT MATTERS