

# **"EFFECTIVE ADVOCACY 101"**

November 20, 2017

## Basic Steps in an Advocacy Effort

### PROBLEM DEFINITION

- Analyze your issue:
  - Problem vs. Issue:
    - A "problem" is something people feel strongly about (e.g. Housing, Racism, Poverty, Health Care, etc.).
    - An "issue" is something concrete, with clear and achievable action steps.
  - Identify your interests/goals—what do you want to happen/change?

### INFORMATION GATHERING

- Do some research:
  - Learn more about the issue/problem; what's been tried before; who else has similar concerns/challenges.
    - Online research—Google it!
    - Find people with expertise and knowledge: individuals, organizations, public agencies, etc.
  - Identify the scale of the issue: one street, a whole neighborhood, an area of the city, city-wide, county/regional/state wide/federal.
  - Figure out who has the power to make a decision on your issue.
  - Investigate formal decision making processes related to your issue.
  - Get copies of relevant documents: regulations, background reports, laws/ordinances.

### JOIN WITH OTHERS

- Find Allies:
  - One person usually is not as effective as a group of people.
  - Identify potential allies and opponents and understand their interests.
  - Join forces with an existing group: neighborhood association"; other "community based group."
  - Create your own group.
  - Seek out additional groups that may share your interest and concerns.
  - Thank people who help!

### COMMUNICATION

- Get the word out:
  - Set up a way to communicate with people who are helping: e.g. e-mail list, Facebook, Twitter, Google Group, etc.
  - Develop a clear, easy to understand message (PROBLEM, SOLUTION, CALL TO ACTION).
  - Create a website or Facebook page—some place on-line where people can learn about your issue and how to help.
  - Develop a media strategy.
    - Identify a spokesperson—stay on message!
    - Get a current list of media contacts: community newspapers; Oregonian, Tribune, Willamette Week, Mercury reporters, KBOO, other radio stations.

- Identify media that serve the scope of your issue (e.g. neighborhood, citywide).
- Send out information through other organization email lists/social media.
- Contact TV stations to cover your media events/"political theater."
- Make presentations to other community groups.

#### LOBBYING

- Visit/communicate with elected officials or other people who have power or influence over your issue (city, county, Metro, state, federal).
  - Understand decision-making process (e.g. "how a bill becomes law").
  - Develop a strategy.
  - Target decision-makers with influence on your issue.

#### RESOURCES/FUNDRAISING

- Gather the resources you need to get the job done:
  - Identify the resources you will need (cash, in-kind contributions of materials or services)
  - Develop a plan for raising resources:
    - Direct appeal for funds/services; flyers, website, Facebook and other social media, fundraising events.

#### Some Useful Resources

#### **Portland's Community and Neighborhood Engagement System:**

- Office of Neighborhood Involvement: 503-823-4519; <http://www.portlandoregon.gov/oni/25967>
  - ONI Information and Referral Line: 503-823-4000
  - Neighborhood Program, Paul Leistner: 503-823-5284, [paul.leistner@portlandoregon.gov](mailto:paul.leistner@portlandoregon.gov)
  - Diversity and Civic Leadership Program, Jeri Jimenez: 503-823-5827, [jeri.jimenez@portlandoregon.gov](mailto:jeri.jimenez@portlandoregon.gov)
  - Disability Program, Nickole Cheron: 503-823-2036; [Joanne.Johnson@portlandoregon.gov](mailto:Joanne.Johnson@portlandoregon.gov)
  - Youth Program, Andrea Marquez: 503-823-5860, [andrea.marquez@portlandoregon.gov](mailto:andrea.marquez@portlandoregon.gov)
  - New Portlanders Program, Polo Catalani: 503-823-4426, [polo.catalani@portlandoregon.gov](mailto:polo.catalani@portlandoregon.gov); Linda Castillo: 503-823-3170, [linda.castillo@portlandoregon.gov](mailto:linda.castillo@portlandoregon.gov)
  - Elders in Action: 503-235-5474, <http://eldersinaction.org/>
- Neighborhood Coalitions:
  - Central Neighbors Northeast: 503-823-3156; <http://www.cnncoalition.org/>
  - East Portland Neighborhood Office: (503) 823-4550; <http://eastportland.org/>
  - Neighbors West-Northwest: (503)-823-4288; <http://www.nwnw.org/>
  - North Portland Neighborhood Services: (503) 823-4524; <http://npnscommunity.org/>
  - Northeast Coalition of Neighborhoods: 503-388-5004; <http://necoalition.org/>
  - Southeast Uplift Neighborhood Coalition: 503-232-0010; <http://www.seuplift.org/>
  - Southwest Neighborhoods, Inc.: 503-823-4592; <http://swni.org/>
- Neighborhood Associations:
  - Neighborhood Directory: <http://www.portlandoregon.gov/oni/28386>
- Diversity and Civic Leadership Program Partners:

- Unite Oregon: (503) 287-4117; <http://www.uniteoregon.org/>
- Immigrant and Refugee Community Organization (IRCO): 503-234-1541; <http://www.irco.org/>
- Latino Network: 503.283.6881; <http://www.latnet.org/>
- Native American Youth and Family Center (NAYA): (503) 288-8177; <http://nayapdx.org/>
- Urban League: 503.280.2600; <http://ulpdx.org/>
- Momentum Alliance: 503-231-5793; <https://www.momentumalliance.org/>

### **Portland City Government**

- City/County Information and Referral: 503-823-4000.
- City of Portland website: <http://www.portlandoregon.gov/25783>
- City Elected Officials: <https://www.portlandoregon.gov/25999>
- City Council bureau assignments: <https://www.portlandoregon.gov/article/224450>
- City/County Pocket Guide: <http://www.portlandonline.com/shared/cfm/image.cfm?id=52554>
- City Charter and Code: <http://www.portlandonline.com/auditor/index.cfm?c=28148>
- City Administrative Policies and Rules: <http://www.portlandonline.com/auditor/index.cfm?c=26813>
- City Boards and Commissions: <https://www.portlandoregon.gov/oni/37423>
- City Ombudsman: <http://www.portlandonline.com/auditor/index.cfm?c=26647>
- Independent Police Review: <http://www.portlandonline.com/auditor/index.cfm?c=26646>

### **Multnomah County**

- Multnomah County Government: <https://multco.us/>

### **Oregon State Government**

- Find your legislator: <https://www.oregonlegislature.gov/FindYourLegislator/leg-districts.html>
- Oregon State Government: <http://www.oregon.gov/pages/index.aspx>