

“EFFECTIVE ADVOCACY 101”

April 21, 2015

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
 - Diversity and Civic Leadership Program, Jeri Williams: 503-823-5827, jeri.williams@portlandoregon.gov
 - Disability Program, Nickole Cheron: 503-823-2036; Nickole.cheron@portlandoregon.gov
 - Youth Program, Andrea Marquez: 503-823-5860, andrea.marquez@portlandoregon.gov
 - New Portlanders Program, Polo Catalani: 503-823-4426, polo.catalani@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:

- Center for Intercultural Organizing: (503) 287-4117; <http://www.interculturalorganizing.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/>

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: <http://www.portlandonline.com/auditor/index.cfm?c=27481&a=191877>
- 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>