



# Making Ties for Greater Impact

June 15, 2022

*Building a stronger Miami,  
together*





# Why Advocacy?

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It's taking the time to do the right thing – and keeping at it for long enough to make the change.

- **Engages** individuals in making a meaningful difference
- **Lifts up** the voices and experiences of affinity groups, volunteers and Board Members
- **Accelerates** our impact and ability to create policy change



# Public Policy - Overview

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- **Our approach to public policy:**
  - United Way engages decision-makers and policy leaders to address important community needs and to leverage the impact of our investments. United Way has a long history of public policy advocacy on behalf of our community's needs through:
    - forums for public discussion and education
    - 'Go-To' resource for policymakers
    - support the nonprofit sector in solving community problems
- We convene and participate in conversations on the needs of our community



# Public Policy - Overview

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- Non-partisan
- Issue focused
- Inform, Educate and Build Consensus
- **Built on Relationships**



# What is Advocacy?

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- Public Awareness and Education
  - Raise awareness of an issue
- Grassroots advocacy and organizing
  - Communicating and working in coalition with local leaders
- Lobbying
  - Speaking to an elected official or staff,
  - to impact their vote on a specific bill or appropriation,
  - by a paid employee

# What is Advocacy?

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## ADVOCACY

- Sharing how a local or federal policy has helped your community
- Inviting an elected official to a program you fund to tour and learn about the need for services in their district
- Telling an elected official how tax credits or funding has impacted your organization or community (EITC, ERTC, etc.)
- As a constituent, emailing your legislator an action alert from another organization

## LOBBYING

- As a **UW employee**, asking **an elected official to vote for or against**, amend or introduce legislation, in person, on the phone or via email.
- Emailing your stakeholders a call to action urging them to contact their elected officials
  - Your time preparing the email is lobbying, your stakeholders responding is not
- Preparing materials or organizing events in support of above activities



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# Where do I start? What is your end goal?

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- Shows up as:
  - Coalition Building
  - Volunteer Engagement
  - Fund Development
  - Interaction with Impact Partners and learn about issues
- Policy Change
  - Uplift ideas to Statewide Consensus Agenda
  - Inform local and state lawmakers – which then becomes the info they rely on when voting



# How do you determine your priorities?

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- Internal Alignment
  - Mission and organizational goals and objectives.
  - Goals and objectives of funded programs
    - we advocate for what we fund
- External Alignment
  - Importance of the issue
  - Past experience or expertise within your UW
  - Partnerships with involved parties



# Who should you include?

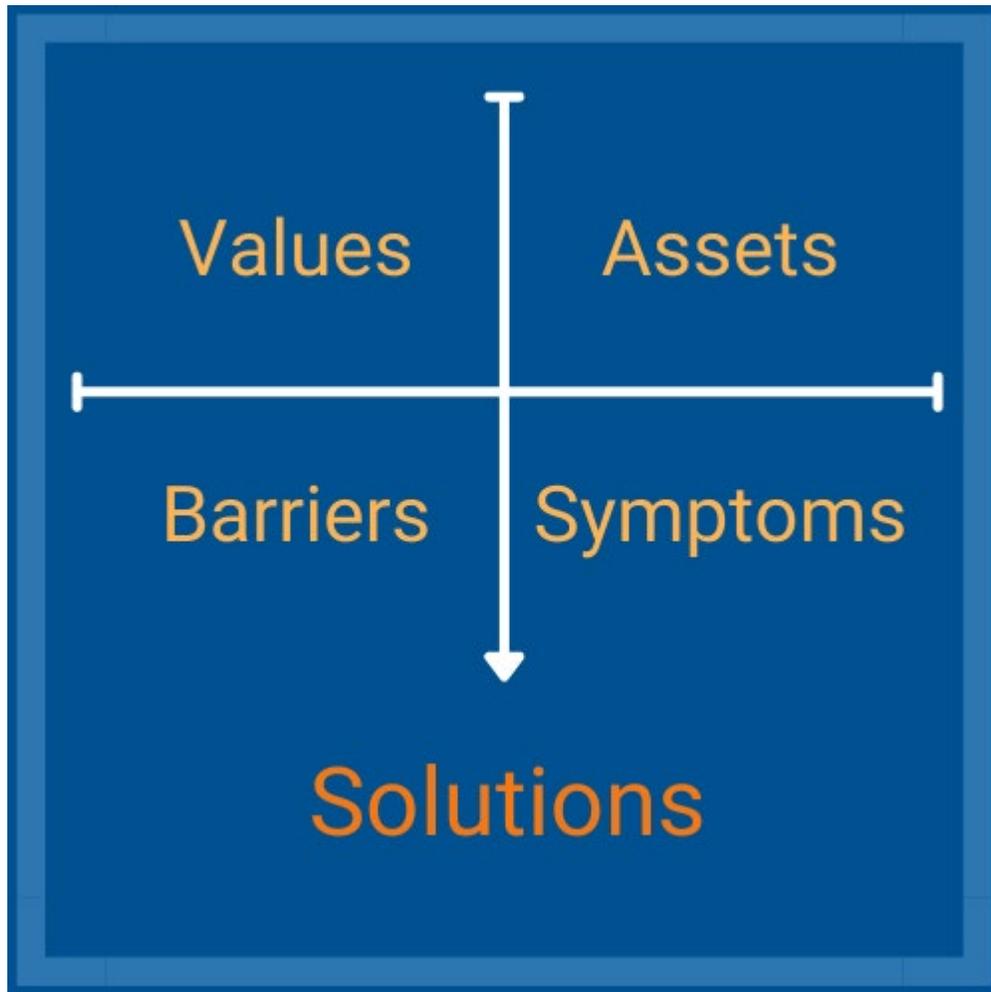
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- Policy Change
  - Staff
  - Board
  - Impact Partners
  - Giving Community Leadership
  - Local and State Elected officials



# How do you determine your priorities?

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Values: What do we strive for? What would success look like in our community?

Assets: What does our community do well?

Barriers: What has been challenging to overcome?

Symptoms: How do challenges show up in the community?

Solutions: What can we do? Are the solutions policy related? Do they require funding? Are they local, state or Federal?





# How can I do this without staff?

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- Lean on the statewide team
- Empower your team and Board to bring ideas
- Choose wisely, start slowly
- Digital resources are abundant – and often overwhelming
- Embrace natural opportunities to educate – this is advocacy!
- Consider developing a subcommittee of your board – volunteers are our greatest strength



# What's a Public Policy Committee?

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- Start Small!
  - Executive Committee and Board Members
  - Community Partners – health, education, financial stability and veterans
  - One member from each Impact Council
  - Giving Communities
  - Agency Executives

# Public Policy - Overview

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- UW PPC convenes meetings to discuss potential issues and recommend annual legislative agenda to Board
  - This information feeds in to state policy team work
  - Activate PPC members to participate in other events & convenings
- UWM Board approves legislative priorities
  - United Way and Miami-Dade specific
  - United Ways of Florida Consensus Agenda
  - United Way Worldwide federal agenda support
- Guiding principles for selecting legislative priorities:
  - Maximize revenues
  - Invest in prevention
  - Retain local authority



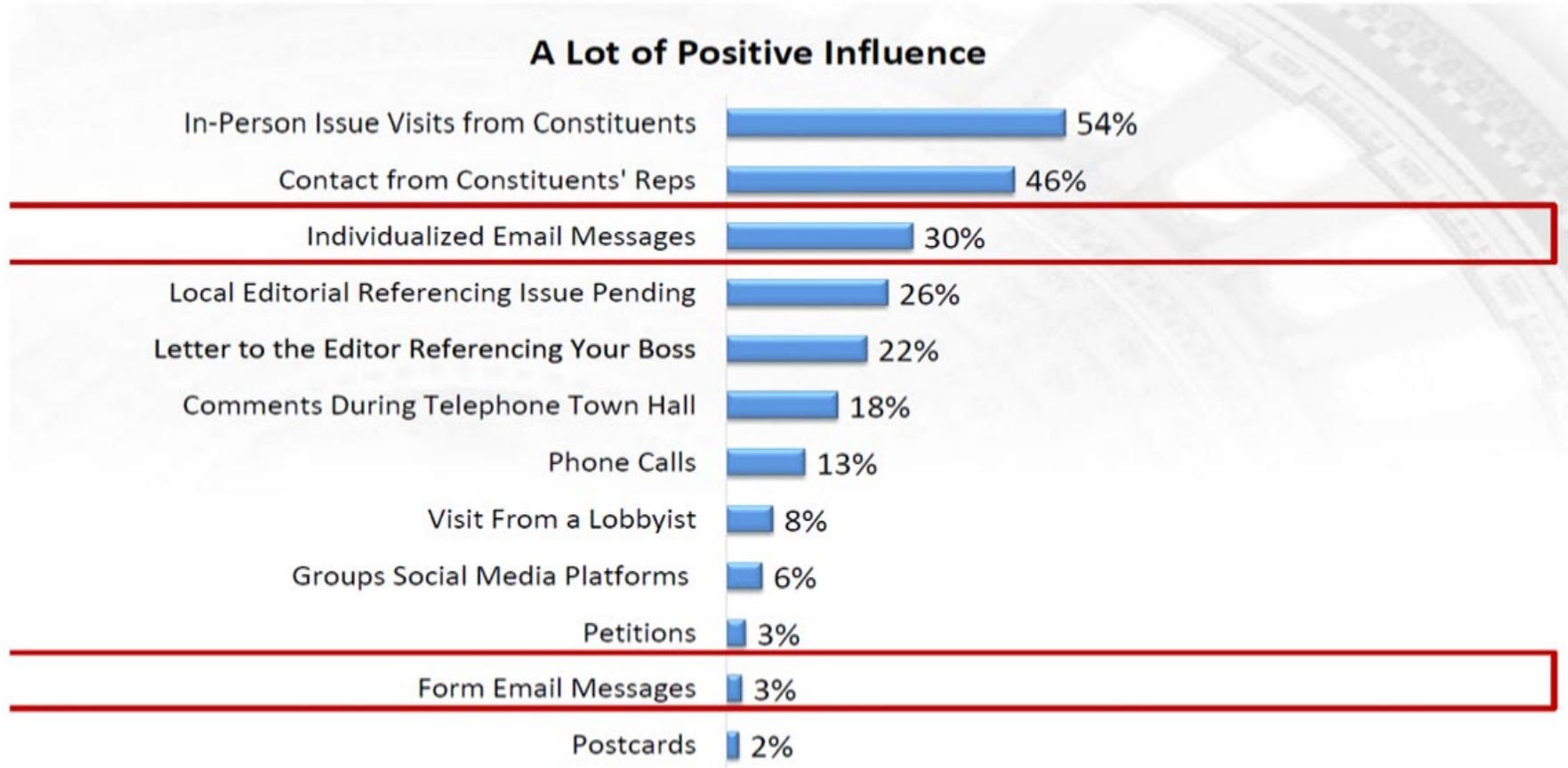
# Communication Strategies

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If your legislator has not already arrived at a firm decision on an issue, **WHAT ARE THE BEST** advocacy strategies for influencing his/her decision?



# Communication Strategies



*Communicating with Congress The Good, the Bad, and the Ugly. June 20, 2018. Citizen Engagement.*



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# How will this be seen by my donors?

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- Your Mission drives your Agenda
  - Lead with what you do best
- *Embrace* hesitancy
  - Use your Board or PPC to check in whenever uncertainty occurs
- STAY IN YOUR LANE
  - We all have **opinions** about TONS of issues, but **knowledge** about far fewer



# Relationships Matter

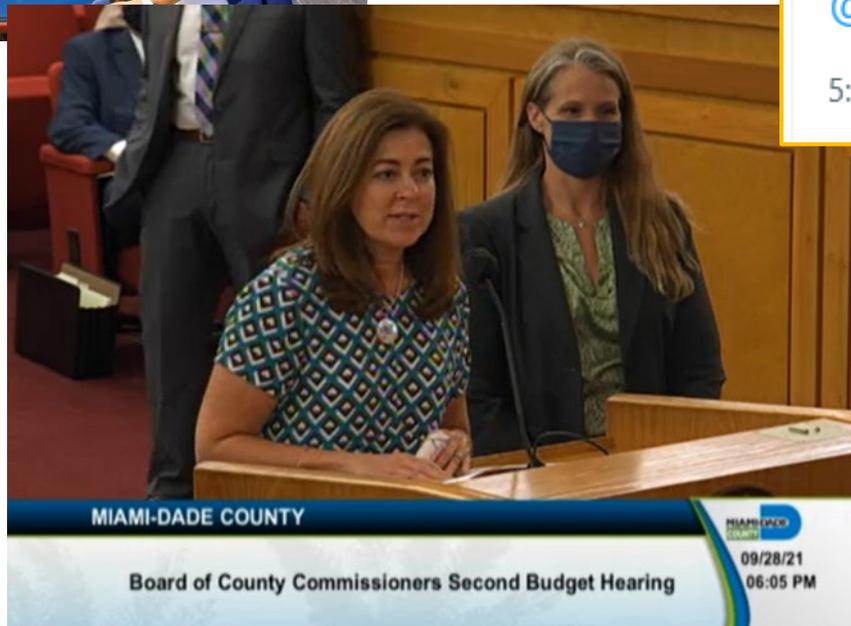


Senator Rubio Press 

@SenRubioPress

With one month left of tax season, #Florida residents can access free tax prep services at 190 #VITA sites supported by United Way. To find a site near you, call 211 or visit [irs.treasury.gov/freetaxprep/](https://irs.treasury.gov/freetaxprep/) @UnitedWayFL @unitedwaymiami

5:56 PM · Mar 15, 2022 · Twitter Web App



MIAMI-DADE COUNTY

Board of County Commissioners Second Budget Hearing

MIAMI-DADE COUNTY  
09/28/21  
06:05 PM



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# Relationships Matter

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CONGRESSWOMAN  
**FREDERICA S. WILSON**  
REPRESENTING THE 24<sup>TH</sup> DISTRICT OF FLORIDA

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Project Name: Miami Veterans Housing Project

Proposed Recipient: United Way Miami

Address of Recipient: 3250 SW 3rd Ave Miami, FL 33129

Amount Requested: \$4,000,000

Project Explanation, Purpose, and Justification: This project will fund the Miami Veterans Housing Project needs assessment and allow the pursue housing options including, but not limited to, acquisition of land and new construction, site acquisition(s) and rehabilitation. Funds will serve veterans in the ALICE population that do not qualify for traditional affordable housing programs in Miami-Dade County, regardless of their age or branch of service, with access to safe housing, and access to resources available through the Mission United program and their partners.

Signed Disclosure Letter: [Click Here](#)



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# Why? Fundraising!

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- **Capitol Days Reception – Tallahassee (Nov or Feb)**
  - annual statewide convening in Tallahassee for United Way CEOs, Board Members Held at the Governors Club, the entire General Assembly and partner organizations are invited. (Recognition for sponsorship of this event is disseminated statewide.)
- **Legislative Reception – Miami – (Dec or Feb)**
  - Held annually between Committee Weeks and Session, the Legislative Reception is an opportunity to invite key stakeholders – United Way Board, Tocqueville Members, Public Policy Committee and our local, State and Federal elected officials to a networking event for our most influential stakeholders.
- **Legislative Wrap-Up – Miami – late Spring**
  - Board, Giving Communities, Impact Partners, and other stakeholders to a panel discussion with members of our State Delegation with a goal of summarizing legislation impacting ALICE families in Miami-Dade.

# ALICE Legislative Tool

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- <https://unitedforalice.org/legislative-district-tool>