Leadership in Legislative and Policy Advocacy

December 13, 2024



Agenda

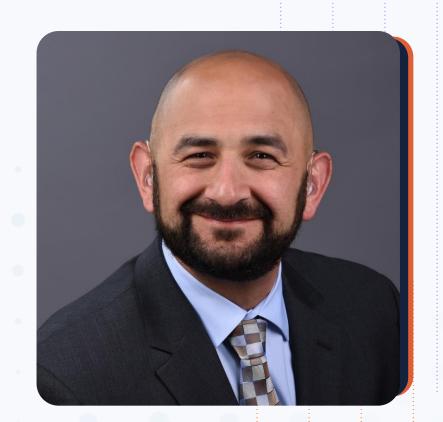
- 20 mins Overview of Adaptive Leadership
- 10 mins Breakout group #1
- 5 mins report back & discussion for breakout #1
- 10 mins Breakout #2
- 5 mins report back & discussion for breakout #2
- 10 minutes Q&A and wrap-up





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- 20 years of local, national & international leadership
- CEO of Innivee Strategies
- B.S. Professional and Technical Communications, RIT
- M.A. in Management and Certificate in Nonprofit Financial Management from the University of Maryland



Leadership in Logistative and Polity Advecacy

Advocacy

- A deliberate process to influence policy or decision-making.
- Goal: Amplify perspectives and create change.

Leadership in Advocacy:

- See the bigger picture.
- Inspire action and foster collaboration.

Reflection: Purpose-Driven Leadership

1. Purpose Before Organization

"What's best for our organization?" \rightarrow

"What's best for the social impact we seek to create?"

3. Equity Mindset

"How does this advance our mission?" \rightarrow

"How does this create more equitable outcomes for all?"

2. Respect for Ecosystem

"How does this impact us?" \rightarrow

"How does this affect everyone in our community ecosystem?"

4. Authorized Voice and Power

"What do we think is best?" \rightarrow

"Are we truly representing and authorized by those we serve?"

Purpose-Driven Leadership

What shifted in your thinking?

What will you do differently?

• Who will you involve?

Strategic focus on advocacy

- Data-Driven Advocacy
 - Collect and present evidence to strengthen positions.
- Relationships and coalitions
 - Engage policymakers, constituents, and allies.

Breakout Group #1: Data-Driven Advocacy

- Identify relevant data.
- Strategies for engaging stakeholders and policymakers.

Instructions:

- Assign a facilitator and note-taker.
- Be ready to share key points with the larger group.
- Select signers/speakers.
- 30 minutes.

Data-Driven Advocacy Report Out

- What were the most important things your group learned?
- What did you agree is important for your advocacy efforts?

Building Coalitions & Relationships

- Who are the key relationships?
- Key elements of effective coalitions.
- Steps to develop sustainable advocacy campaigns.

Instructions:

- Assign a facilitator and note-taker.
- Be ready to share key points with the larger group.
- Select signers/speakers.
- 30 minutes.

Building Coalitions & Relationships Report Out

- What were the most important things your group learned?
- What did you agree is important for your advocacy efforts?



Thank you.

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