



# Leadership in Legislative and Policy Advocacy

December 13, 2024



**Innivee Strategies**

Presented by: Shane Feldman



# 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



# Shane Feldman, CAE

- 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 Legislative and Policy Advocacy

Innivee Strategies

University College



# 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?” →

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

## 3. Equity Mindset

“How does this advance our mission?” →

“How does this create more equitable outcomes for all?”

## 2. Respect for Ecosystem

“How does this impact us?” →

“How does this affect everyone in our community ecosystem?”

## 4. Authorized Voice and Power

“What do we think is best?” →

“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?

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# Q&A



# Thank you.

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