



Roadmap for Engagement In Public Policy And Advocacy

ASSESSING YOUR ORGANIZATIONAL CAPACITY

Does your organization (answer YES or NO):

1. Have an internal policy on advocacy activities and engagement?
YES NO
2. Have a policy agenda? YES NO
3. Have communications and tracking systems?
YES NO
4. Have financial resources dedicated to advocacy?
YES NO
5. Have dedicated/designated staff for advocacy?
YES NO

Have good relationships with (check all that apply):

- media
- other nonprofits
- government agencies
- policymakers (local, state or federal)

PLANNING FOR PP ENGAGEMENT

What are your organization's strengths? (check all that apply)

1. Background research and information gathering to "make the case"
2. Public education and awareness
3. Responding to issue alerts by organizations taking the lead on issues
4. Direct lobbying of elected officials
5. Mobilizing grassroots support
6. Working with organizations in a coalition or informal alliance
7. Media advocacy

8. Other:

Adapted from CLPI Roadmap for Engagement in Public Policy Advocacy • advocacyandcommunication.org

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