

Part III of the **Tools to Engage** Webinar Series

SparkPoint Contra Costa: Deeper Dive into Advocacy



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Agenda

- Introduction
- What is the Tools to Engage Webinar series?
- **Tool:** SparkPoint Contra Costa: Deeper Dive into Advocacy
- **Application:** Integrating Social Service and Social Change
- Questions and Answers
- Additional Resources



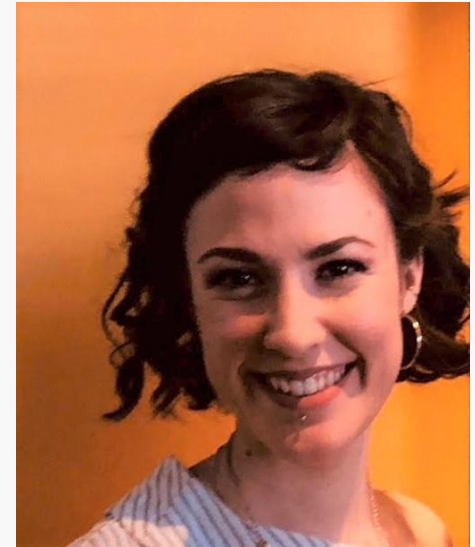
Today's Presenters



Betty Geishirt Cantrell
Director
SparkPoint Contra Costa



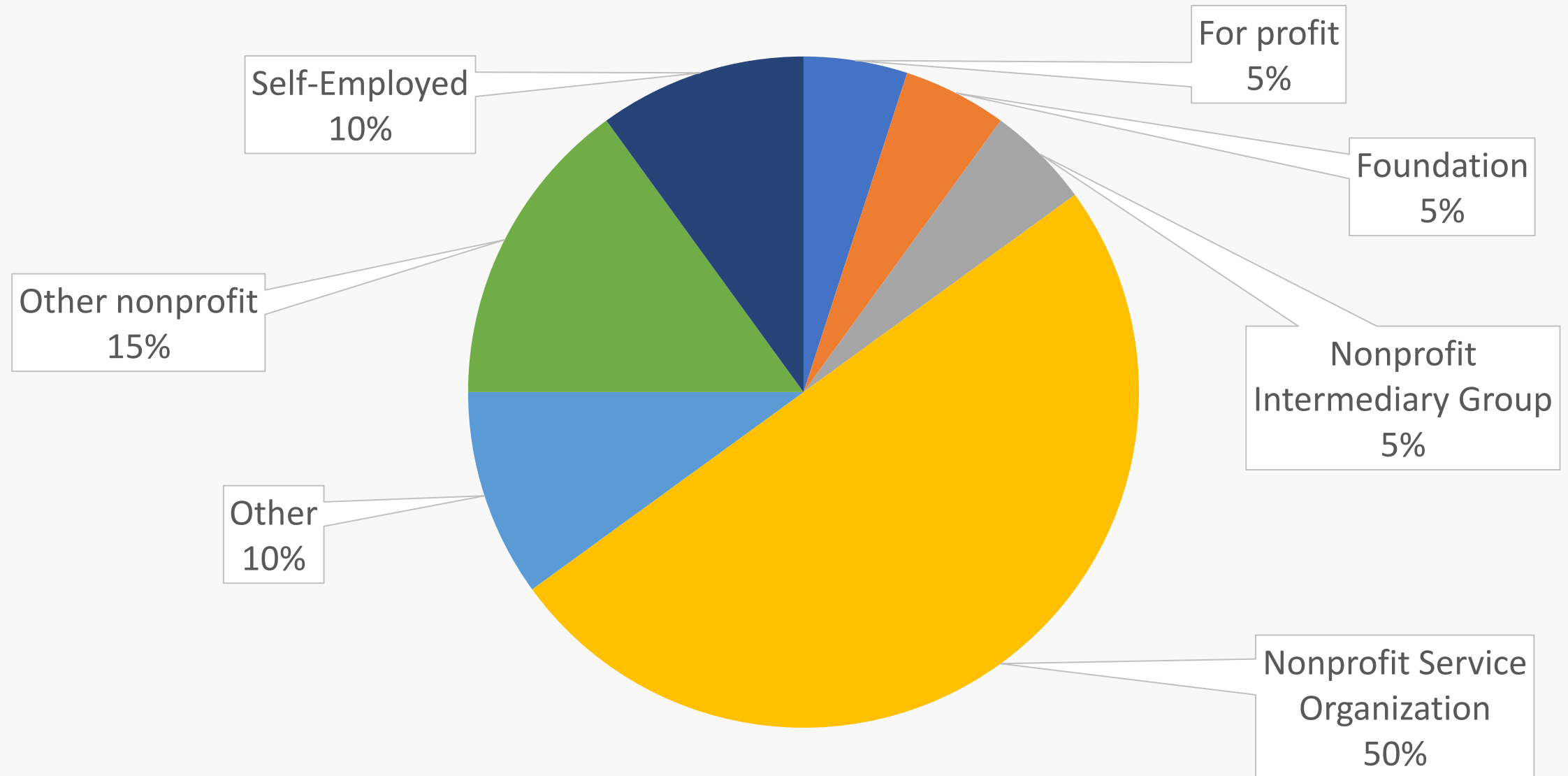
Judi Sherman
Project Consultant
Judi Sherman & Associates



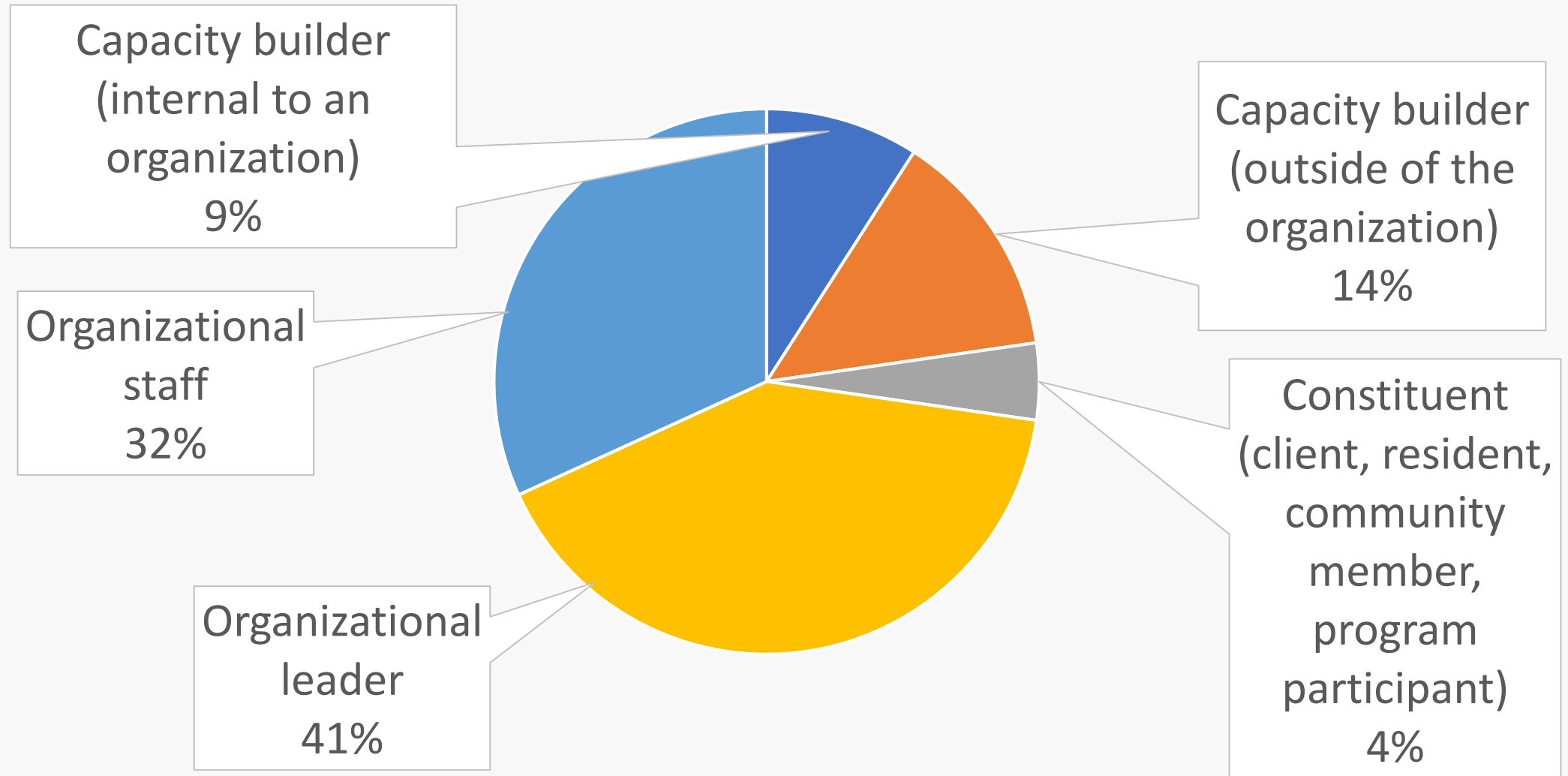
Noelia Mann
Communications &
Operations Coordinator
Building Movement Project



Poll Question: Please select the type of organization you work for.



Poll Question: Please select the title that best fits your current role.



ABOUT THE BUILDING MOVEMENT PROJECT



Leadership

Analyzing how organizations can do their best work by promoting the most effective and inclusive practices

Reports

Race to Lead: Confronting the Nonprofit Racial Leadership Gap

Blog

The Leadership in Leaving

Reports

Vision for Change



Service and Social Change

Developing the capacity of organizations to engage constituents in changing the systems that impact them

Tools

Service and Social Change

Blog

Small Shifts, Big Change

Reports

Crossing Organizational Boundaries to Build New Partnerships



Movement Building

Acknowledging and building on the distinct role of nonprofit organizations in advancing movements for social change

Reports

The Respect ABQ Women Campaign

Blog

Learning How to ACT UP

Blog

Detroiters Reclaiming Voice and Power





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ACCESS ALL RESOURCES

LEARN ABOUT BMP

BECOME A MEMBER/ CONTRIBUTE A TOOL

FORUM

Welcome to Tools to Engage: Resources for Nonprofits



Readiness



Constituent Engagement



Partnering with Community



Coordination, Collaboration,
Collective Impact



Social and Systems Change



Tools to Engage: Resources for Nonprofits,
Compiled by the Building Movement Project

What is the **Tools to Engage** Webinar Series?

- **Tools2engage.org** is our new website, full of research, resources, and tools from across the social sector to help organizations align their principles and practices
- It's the latest iteration of a body of work we've been developing for about 15 years focused on **supporting direct service organizations** to more actively and meaningfully engage constituents
- The **webinar series** highlights the innovative ways various groups across the country integrating constituent engagement into their organization's work, culture, and values



What We Believe

- People **can** and **want to** transform their inner lives and regain the **power** and **voice** that is too often taken away by outer circumstances.
- **All of us** rely on services and supports to thrive and contribute fully to society – whether they are **visible or invisible**, formally or informally provided.
- A **combination** of individual **empowerment** and collective **action** can transform our communities and society to produce **lasting change**.



Tool: Deeper Dive into Advocacy



A Case Study on a
Service Provider's Bold
Shift to Social Action



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What is the Family Economic Security Partnership

A public, private and nonprofit collaborative:

dedicated to addressing poverty and increasing the income and assets of low-income families and individuals living in Contra Costa County



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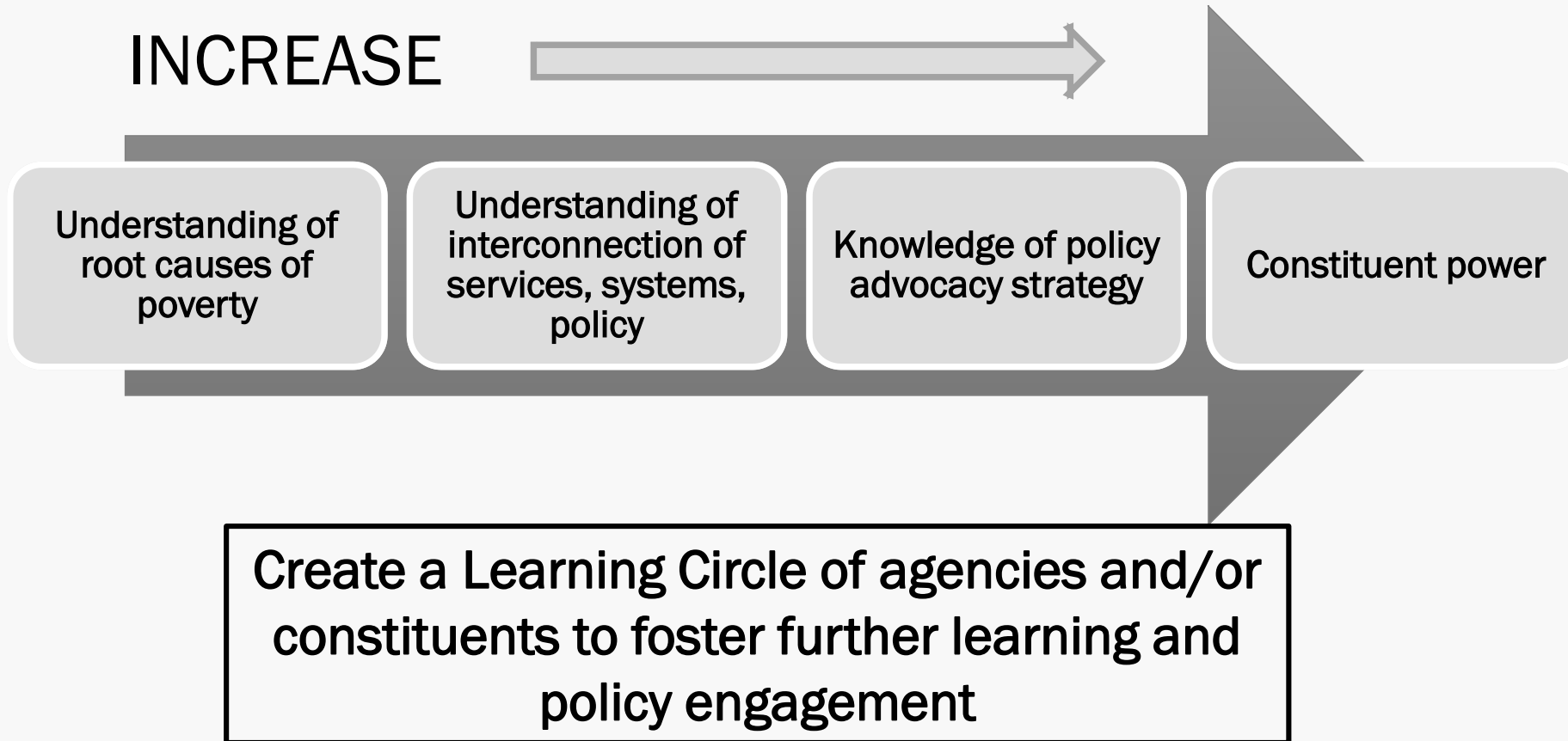
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Why Policy Advocacy and a Deeper Dive?

- Raise awareness about the root causes of poverty
- Direct services are important but not enough
- Promote financial stability policies
- Build a group of champions
- Increase direct service agency staff and constituent engagement in policy work



The Deeper Dive Pilot Project Goals



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The Deeper Dive Project Begins



SparkPoint agreed to act as the Pilot agency

*FESP received funding from: T.J. Long Foundation
Y&H Soda Foundation and the East Bay Community
Foundation*

FESP engaged BMP to facilitate the process



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SparkPoint brings
together the
best experts to
provide services
in a way no one
organization could do
on its own.



SPARKPOINT®
CONTRA COSTA

Building a Pilot Project Team



SparkPoint Director

SparkPoint Site Coordinators (4)

Direct Service Staff

Steering Committee Member

SparkPoint Constituent

FESP Coordinator

BMP Consultant



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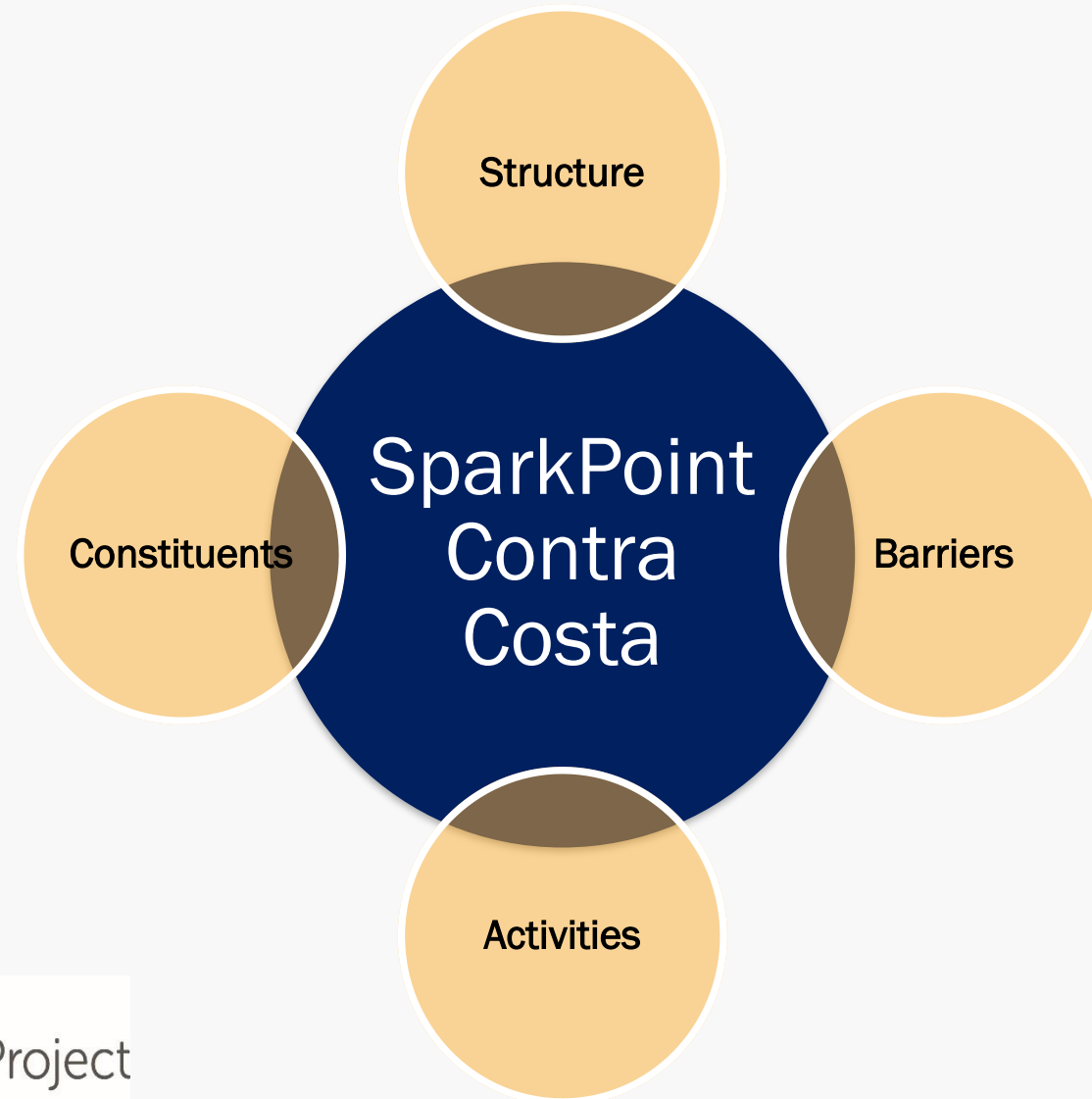
Deeper Dive Project Plan



Month One	Month Two	Month Three	Month Four	Month Five	Month Six
Draft goals and agree on survey	Analyze survey results and plan presentation	Share results and gather input from Steering/staff	Develop an action plan based on feedback	Adopt plan and plan FESP presentation	Present plan and process to FESP



Focus of the Survey



SparkPoint Contra Costa

Definition of Advocacy

“Direct engagement with policy makers and elected officials, as well as supporting constituents to have more voice and power over decisions that affect their lives”

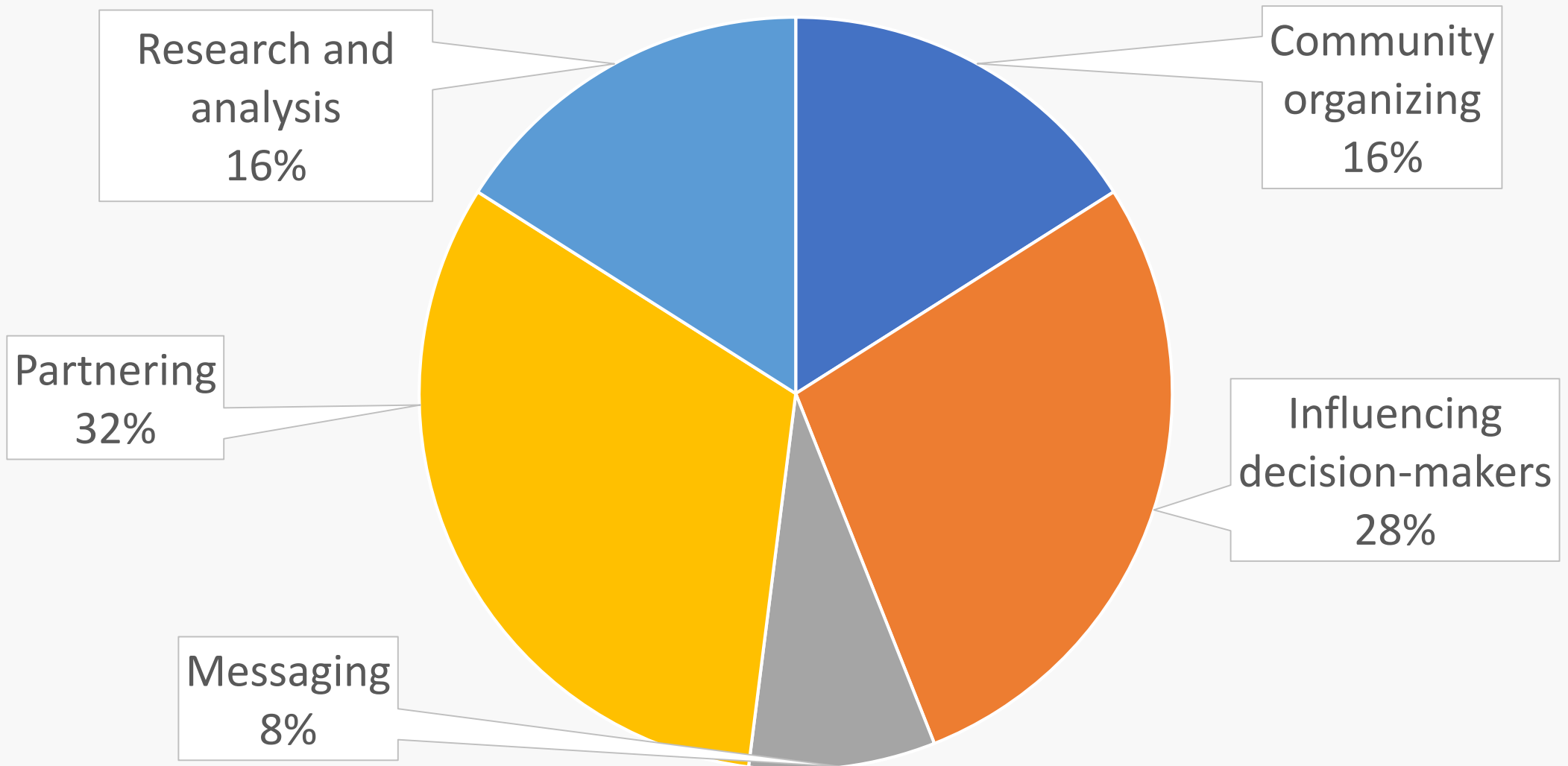


Types of Advocacy

- Research and analysis
- Community organizing
- Partnering
- Messaging
- Media relations
- Influencing decision-makers



POLL QUESTION: Which best describes the type of advocacy your organization or organizations you work with conduct?



Constituent Engagement Activities



Education



Input and Feedback



Civic Engagement

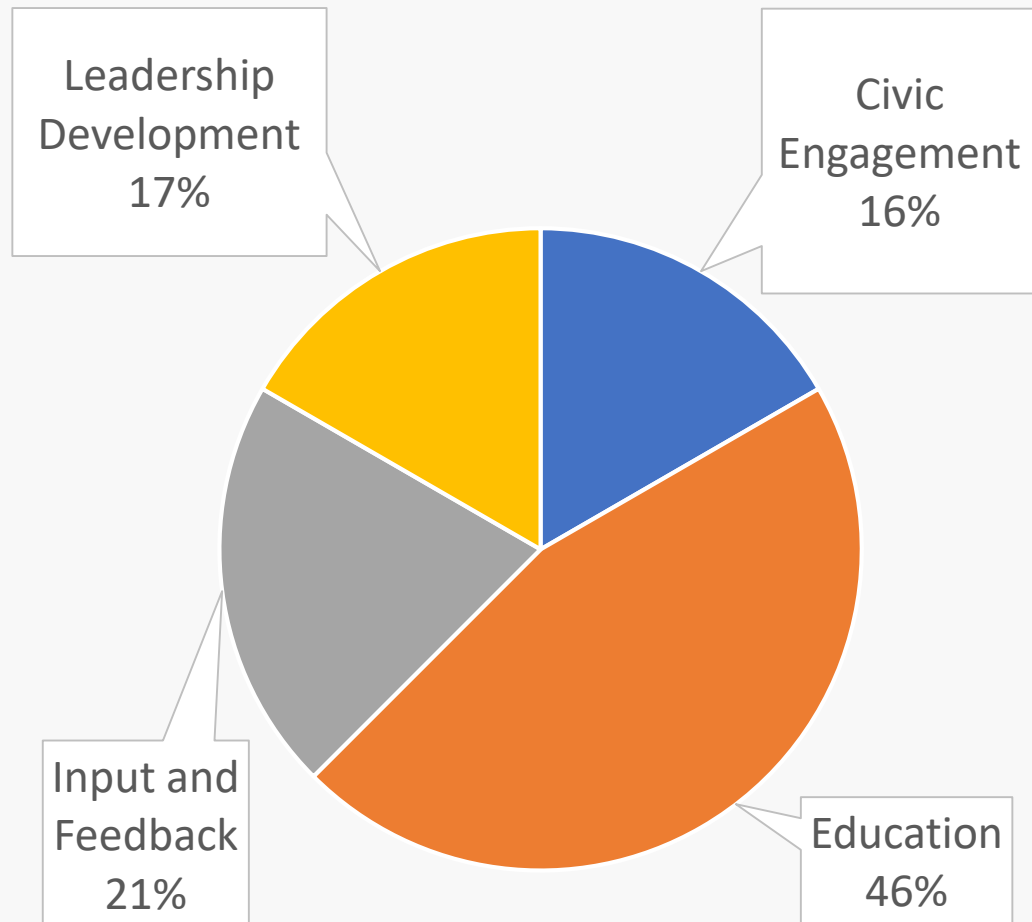


Leadership Development

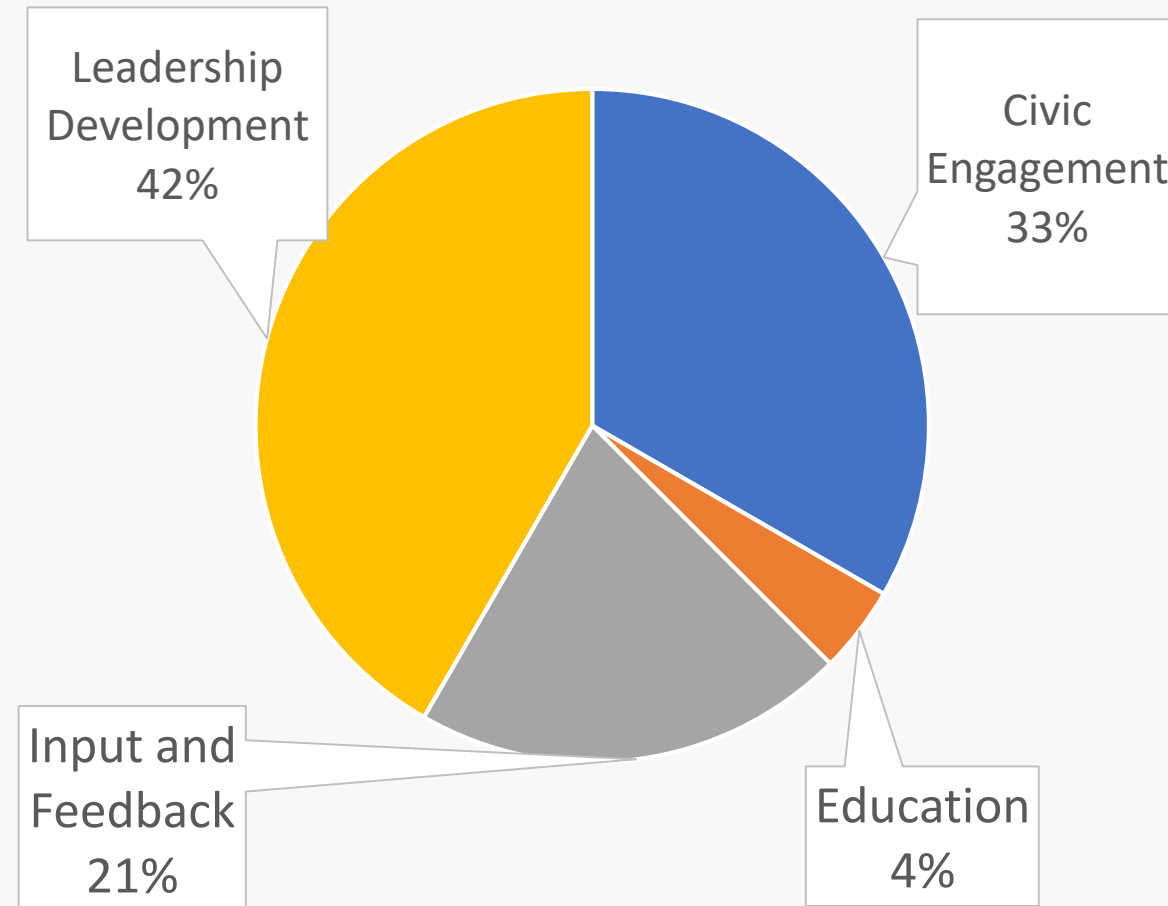


Poll Question

In which area of constituent engagement do you feel your org is the strongest?

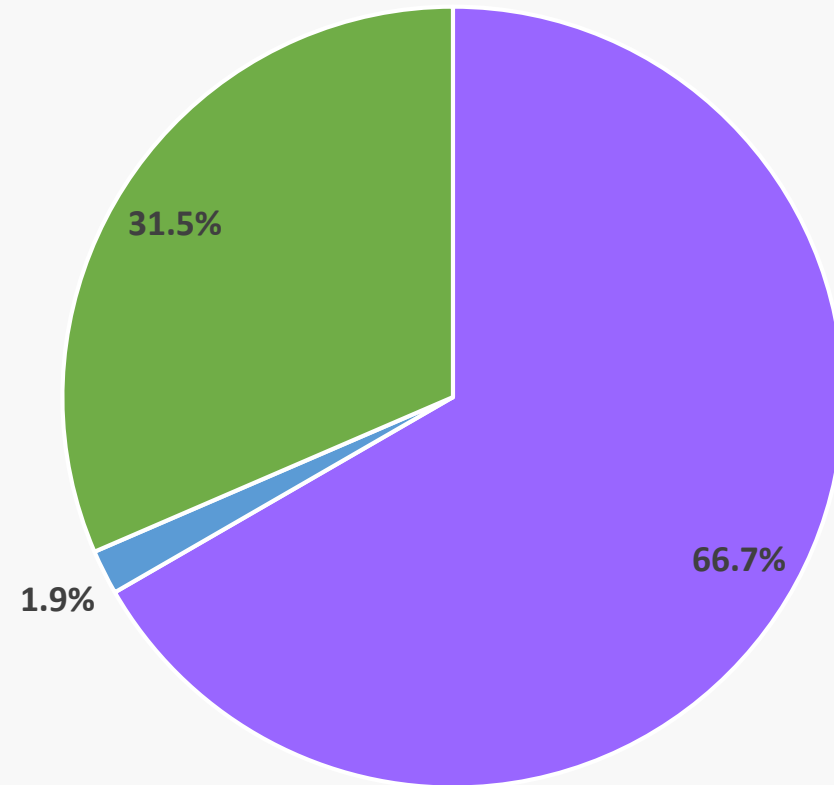


In which area of constituent engagement do you feel your organization has the most room to grow?



Who responded to the Survey?

- Surveys were collected from September 12 to 20, 2016
- 58 People were invited to complete the survey
- 36 People Completed the Survey
(1 partial response)

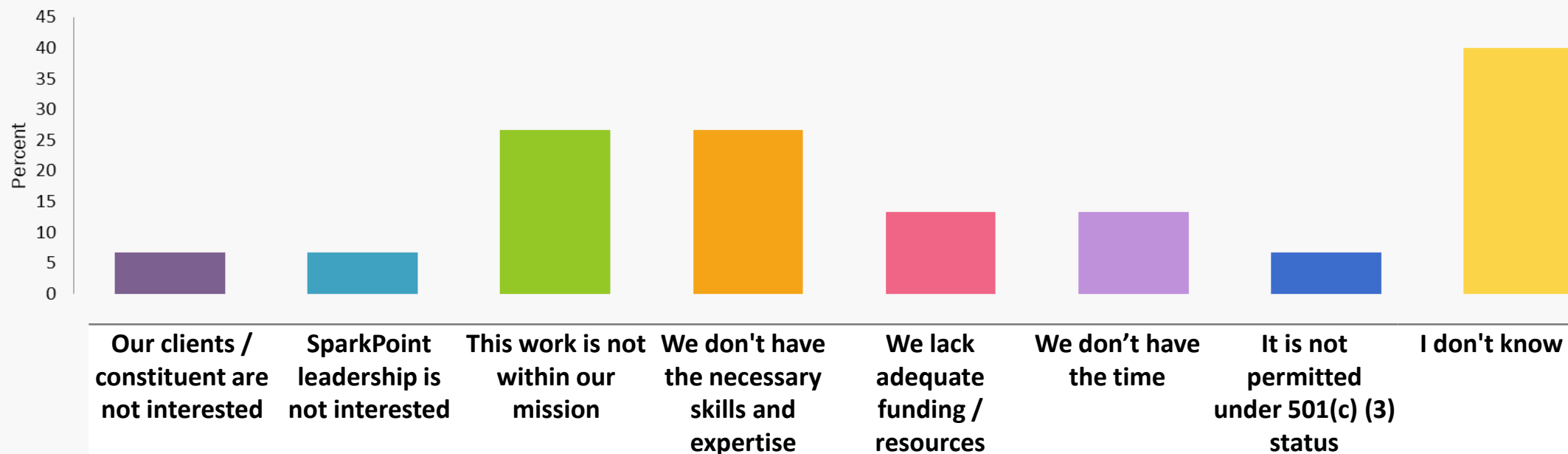


The Mission of SparkPoint

	Percent
SparkPoint has no formal mission statement	29.7%
SparkPoint has a mission but I'm not sure what it is	5.4%
SparkPoint's mission addresses individual client needs	24.3%
SparkPoint's mission addresses client needs and identifies issues facing the broader community	16.2%
SparkPoint's mission addresses client needs and the underlying root causes of problems facing our clients/communities	24.3%



Why has SparkPoint not engaged in Advocacy Activities?



Not Selected:

Our steering committee members are not interested

We are afraid of losing funding / resources

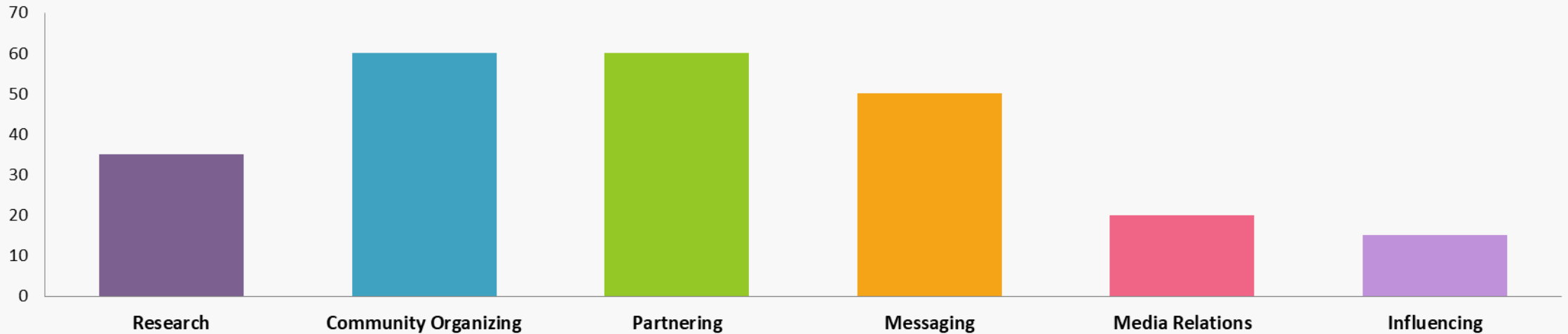
I don't think we'd have an impact



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What increased or new capacity would most help advance SparkPoint's advocacy efforts?



60% - Community Organizing

60% - Partnering

50% - Messaging

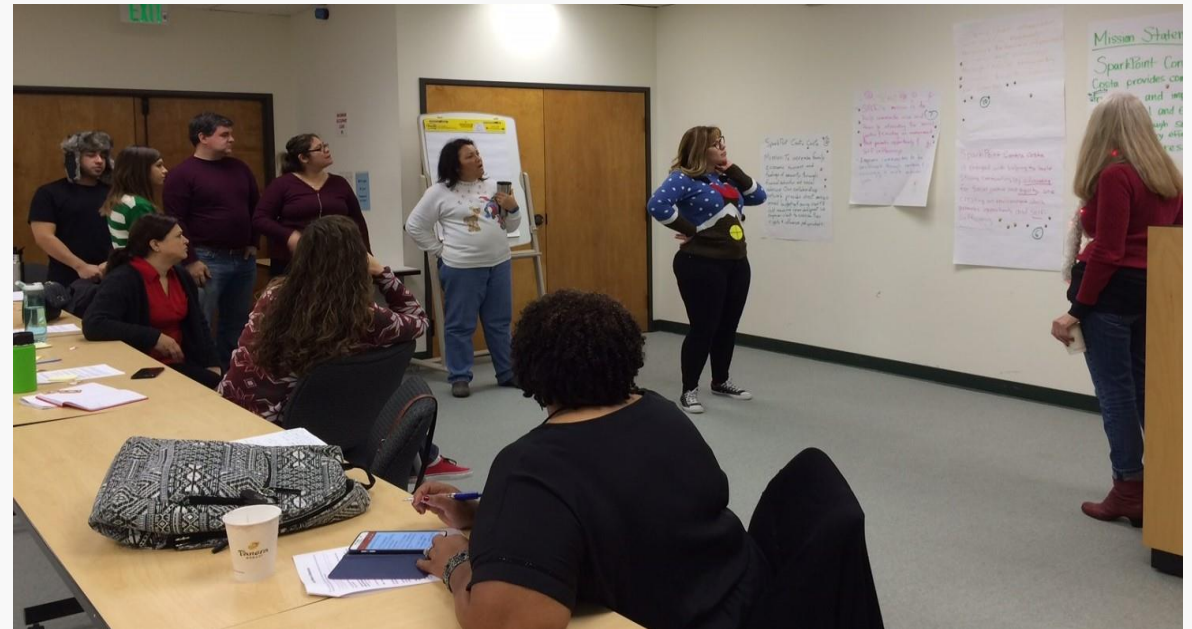


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How to increase Constituent Engagement?

- Information sharing
- Encouraging voting
- Advocacy campaigns
- Leadership Development



Emerging Priorities

- Articulate mission that includes advocacy
- Train staff
- Increase constituent and community engagement



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Social Action Plan Development

Goal #1: Create a new mission to guide both our service provision and advocacy work

- *Who*
- *Context*
- *Activities and Strengths*
- *Benchmarks for success*





***We partner with agencies to empower
individuals and families to become
financially sustainable and advocates for
social change***



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Goals of the Deeper Dive (continued)

- Staff Development for Advocacy
 - *What are desired competencies*
 - *Learning from partners*
- Empowering Clients
 - *Question on consent form*
 - *Training and presentation to legislators*



What We Learned...

- Individual vs. policy advocacy
- Client engagement and advocacy are important
- Partnering is key
- Working across sites was beneficial
- Small changes matter
- Mindset shifts



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UNITED WAY BAY AREA



CHILDREN AND FAMILIES COMMISSION



Judi Sherman & Associates



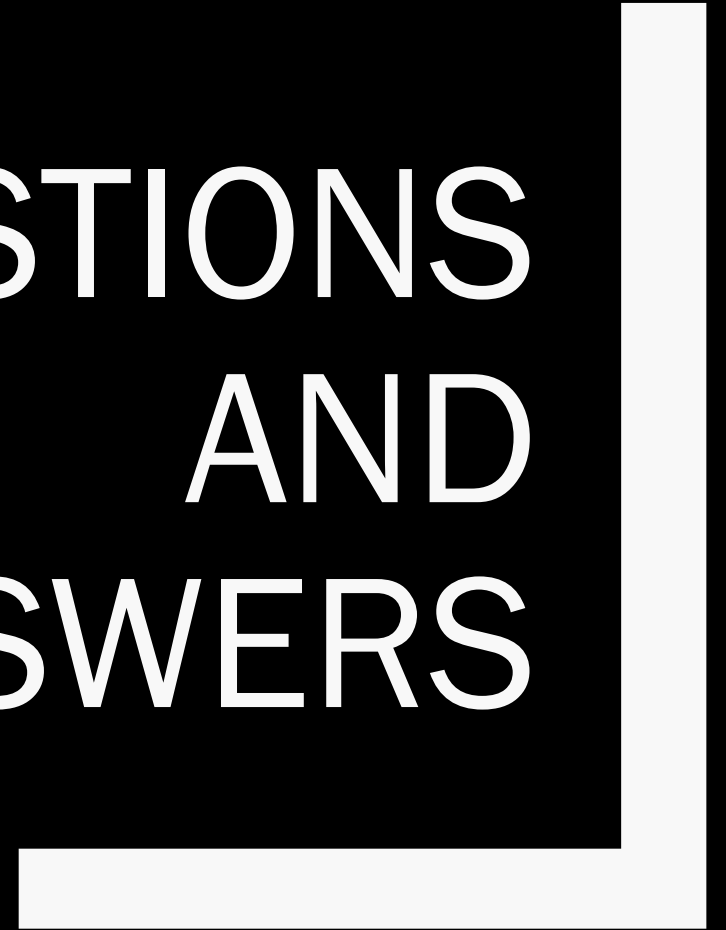
Tips and Tools



- A diverse team
- Strong leadership
- Organizational readiness
- A well-designed survey
- Continuous reflection



QUESTIONS AND ANSWERS



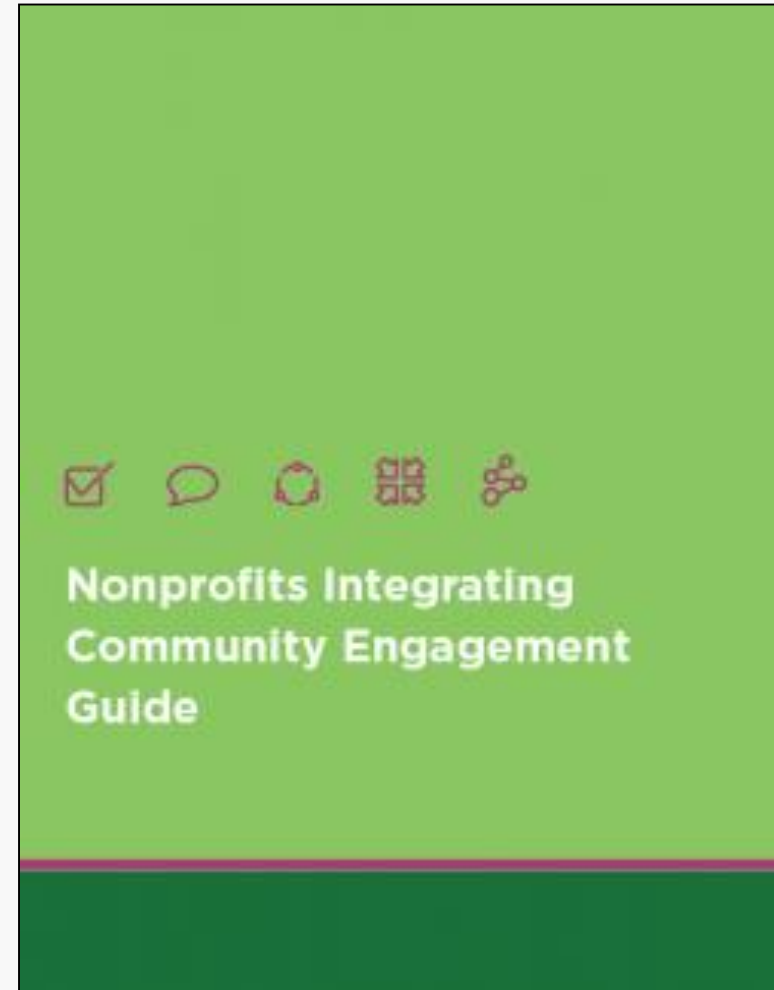
RESOURCES



Allowable Advocacy Activities for 501(c)(3) Agencies

Organize Communities	Educate Public	Nonpartisan Voter Ed.	
Educate Legislators	PARTISAN POLITICAL	IRS Lobbying Exceptions	Change Corporate Behavior
Encourage Voting	Educational Conferences	LOBBYING	Influence Regulations
	Research	Leadership Training	Litigation
Cannot do	Can do within specified limits; measurable under the 510 (h) expenditure test		

Resources from BMP



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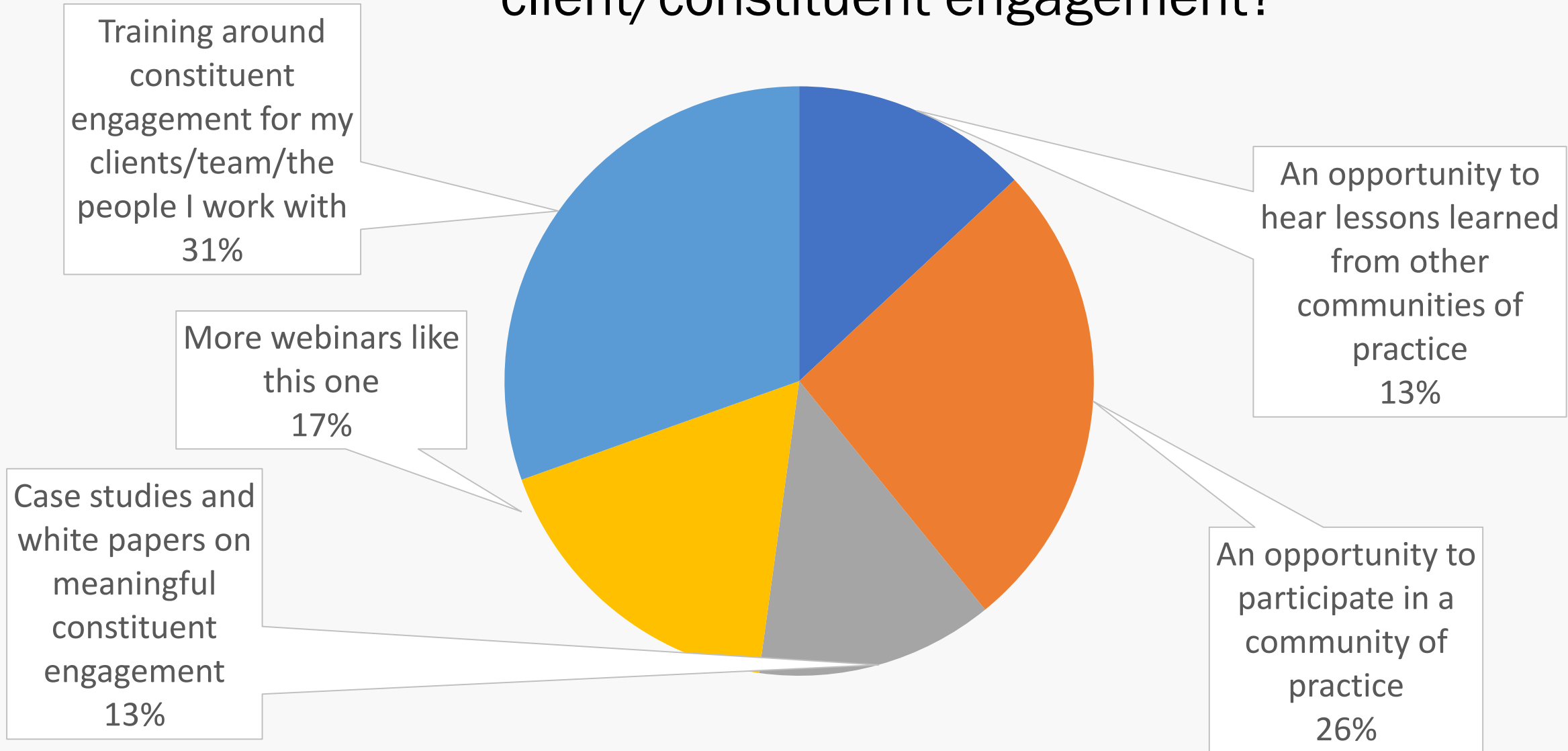
A Series of 5% Shifts



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Poll Question: What would be most helpful to you in strengthening your practice around client/constituent engagement?



Thank you!

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Questions? Comments? Want to learn more?

Contact nmann@buildingmovement.org



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