



United Way Public Policy

United Way Association of South Carolina

Important Public Policy Terminology

- **Lobbying:** Taking any action on a specific piece of legislation. This includes talking with the general public as well as government officials.
- **Advocating:** Talking about causes or community issues, initiatives, or programs in general terms. This can include educating the general public about the facts of legislation and what it means for the community without taking a clear stance on any specific legislation.

Understanding and Working Within the Legislative Process

The Dance of Legislation

Eric Redman, Former Staff to U.S. Senator Warren Magnuson

Advocacy at the Local Level

Local Advocacy and Network Development

Understanding and making the most of relationships

“All politics is local.” – *Tip O’Neil,*

Former Speaker, U.S. House of Representatives

How do we Prioritize?



- Political climate
- Community Partner initiatives
- Alignment
- Articulating the impact on our community and our work
- Understanding opposition's and adversary's perspective

How to Stay Out of Trouble



- lobbying vs. advocating
- Officials' family members
- Make it a party... invite the whole gang!
- Appropriate messengers
- Presents and awards
- "Score cards" and other literature

Networking Activity



1. Who in your current network is addressing community issues that you are also working on improving?
 - Example: Partner Agencies
2. Who could we add to our network to make it more dynamic?
 - Example: Chamber of Commerce, faith community
3. How can we engage community members in this work who are not already doing so?
 - Example: Food for Thought discussions
4. What can we do next?

Advocacy Outline



- Your Issue: _____
- WHY is this issue important to your community?
- WHAT is happening in the community around this issue?
WHAT discussions are happening?
- WHO is at the table? WHO are you working with, or would like to work with?
- HOW could policy support our impact in this issue?
- WHERE do you go from here?
- HOW can others (UWASC and other United Ways) help?

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