# CLPI Road Map for Engagement in Legislative Advocacy

## Organizational Capacity

### Does Your Organization...

**Will**
- 1) Understand why legislative advocacy is important to meeting your mission?
- 2) Have a commitment to advocacy?

**Knowledge/Skills**
- 3) Understand the rules governing nonprofit advocacy?
- 4) Understand legislative processes?
- 5) Understand rules for funding advocacy?
- 6) Understand key policy issues related to your mission?
- 7) Understand strategy options?

**Infrastructure**
- 8) Have a policy on advocacy activities/or public policy engagement?
- 9) Have a governance structure for advocacy?
- 10) Have a decision-making process for advocacy?
- 11) Have a policy agenda?
- 12) Have communications & tracking systems?

**Resources**
- 13) Have financial resources devoted to advocacy?
- 14) Have dedicated/designated staff for advocacy?
- 15) Have relationships with:
  - Policymakers
  - Government Agencies
  - Base Constituencies
  - Media

## Strategy

### Goals/Outcomes

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<tr>
<th>Long-term</th>
<th>Intermediate</th>
<th>Short-term</th>
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### Public Policy

- Grassroots Lobbying
- Grassroots Organizing
- Voter Education
- Other

### Organizational

### Decision-Makers

- Who are the Decision-Maker(s)?
- Message(s) to Decision-Maker(s):
  - Messengers:
    - Who
    - Internal Message(s) to engage them
- Tactics/Activities:
  - Direct Lobbying
  - Admin. Advocacy
  - Coalitions/Alliances
  - Media

### Opponent(s)

- Who are your Opponent(s)?
- Message(s) of Opponent(s)
- Messenger(s)
- Tactics/Activities

### Evaluation

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<tr>
<th>Indicators</th>
<th>Tools</th>
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**Center for Lobbying in the Public Interest**

[www.clpi.org](http://www.clpi.org)