



## Process for determining organizational involvement in advocacy issues and campaigns

### Step 1: Staff Evaluation and Preparation

Staff may solicit and receive input on advocacy issues from a variety of sources including the following: Children First Community Council, Board, and Staff; program participants; Family Resource Center Advisory Council; and other community organizations or groups. Staff will make the preliminary determination of the appropriateness of any proposed advocacy campaign or issue. If deemed relevant, staff will submit a report to the Advocacy Committee describing the following:

1. The Policy Direction under which this issue fits.
2. How Children First's involvement will make a difference.
3. Other known organizations and stakeholders on both sides of the issue.
4. The anticipated timeline for Children First involvement
5. What activities (e.g. research, education, power building, lobbying, or monitoring) might be used
6. Recommended level of involvement (e.g. leader, partner, signatory, endorser, etc.)

Staff will also provide a list of any proposed advocacy issues or campaigns deemed irrelevant to the Advocacy Committee.



### Step 2: Committee Evaluation and Decision

Advocacy Committee will use the questions on the "decision tree" (see reverse) to guide deliberations and decisions on proposed advocacy campaigns and issues.

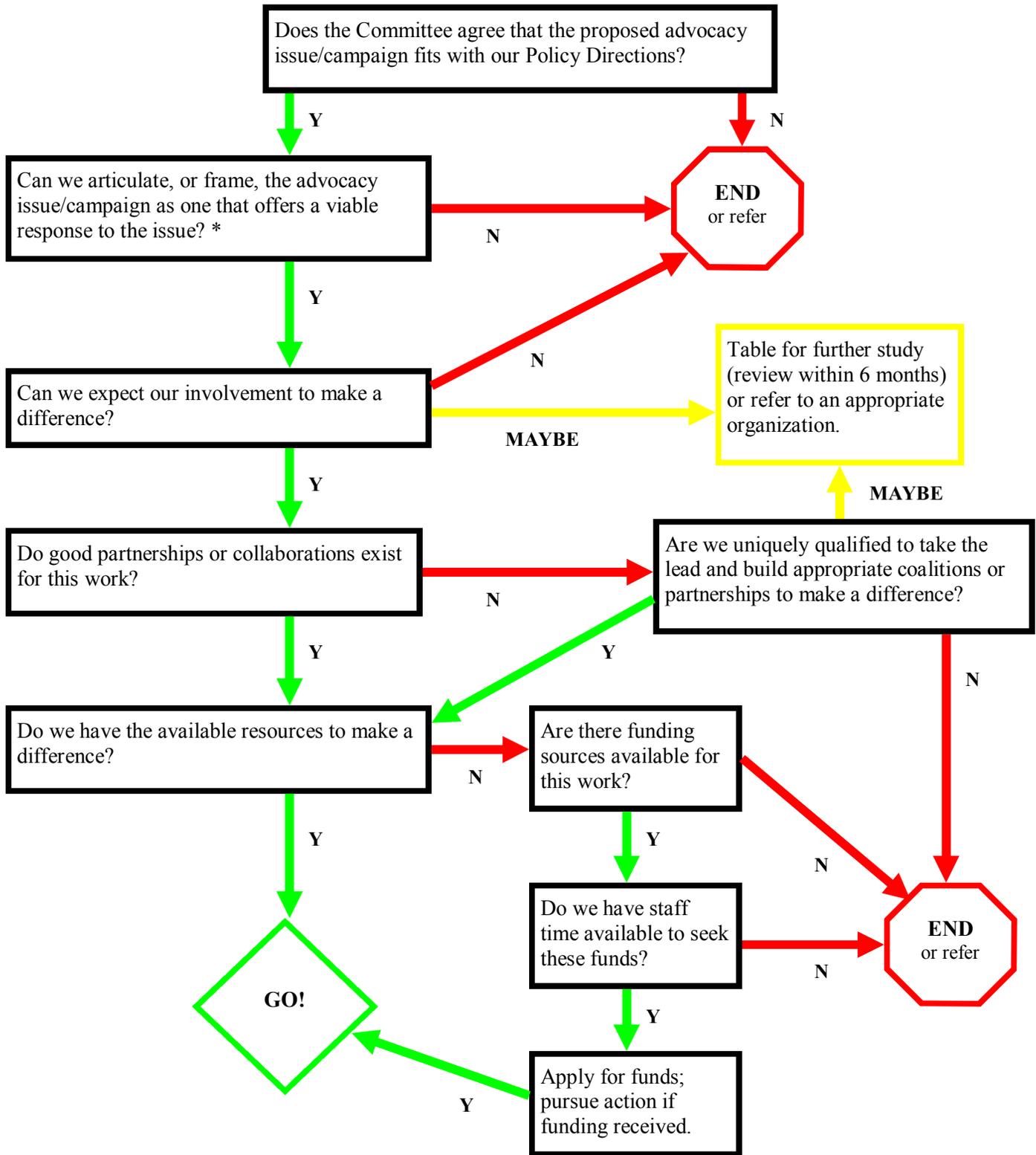


### Step 3: Report for Approved Advocacy Issues and Campaigns

For those issues and campaigns approved by the Advocacy Committee a committee report will be created similar to the initial staff report. The report will include:

1. The Policy Direction under which this issue fits.
2. How Children First's involvement will make a difference.
3. Other known organizations and stakeholders on both sides of the issue.
4. The anticipated timeline for Children First involvement.
5. What activities (e.g. research, education, power building, lobbying, or monitoring) might be used.
6. Recommended level of involvement (e.g. leader, partner, signatory, endorser, etc.).
7. How Children First will evaluate its work on this issue/campaign (how is success defined, what outcomes and indicators will be used)?
8. Anticipated organizational staff and financial resources to be committed.

## Advocacy Committee Decision Tree



*\*For example, our involvement in the Living Wage Campaign falls under our Policy Direction on Child Poverty. We articulate, or frame, the campaign by saying that expanding jobs that pay enough for a family to meet their basic needs without government supports ensures that their children are not living in poverty. Increasing worker pay is a viable response to the issue of child poverty.*