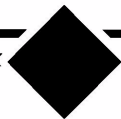


# Connecticut Association of Nonprofits



## **Connecticut Association of Nonprofits (CAN) Advocacy/Lobbying Plan for *The Face of Nonprofits Campaign*:**

### ***What Is It?***

*The Face of Nonprofits Campaign* is an educational awareness campaign at the personal level. It is about families, friends, and community; it's about people interacting with one another, their lives, and their stories. The Connecticut Association of Nonprofits launched this campaign to honor Connecticut's nonprofit community and to generate awareness of the importance and the many ways nonprofits touch the lives of all the people in the state. We share photographs of clients and caregivers in a poster, art exhibit, white paper, and human interest feature stories, and present the compelling portraits, personalities, and stories of people who make up our rich and diverse state.

### ***Why Is This Campaign Important?***

During uncertain economic times, the services and employment nonprofits provide become even more crucial to the people of Connecticut. Nonprofits, now more than ever, must unite to convey their value and to engage decision-makers and the public to care. Hard numbers and statistics are not enough to mobilize people and create understanding; it is the personal, intimate, real faces of those who work, volunteer and are served by nonprofits that deliver the greatest impact. If you work or volunteer for a nonprofit, it is essential to share your stories on a year-round basis with the public and key decision-makers. Marketing research has shown that a message must be repeated an average of 27 times before it sinks in. It is time for nonprofits to adopt the mindset of a strategic marketer and get the word out!

### ***Why Should My Organization Get Involved?***

CAN has begun to tell only a handful of the stories that Connecticut's nonprofits have to share through *The Face of Nonprofits* poster, white paper and photography exhibit on display at First Experience Studio. The media initiatives to publicize testimonials of individuals featured in the campaign and the new online pressroom for media on CAN's website are other steps we've taken to get the word out. Now, we need your help and dedication to continue communicating about nonprofits in order to reach broad audiences (legislators, local elected officials, media, and the general public) and influence perceptions. There are countless stories to be told and actions that can be taken. CAN has created this advocacy and lobbying toolkit to provide your organization's employees, volunteers, clients, current and past board members with resources to help them communicate your organization's stories.

Many nonprofits tend to think of advocacy and lobbying as daunting and time consuming. Actually, there are many simple tasks that take very little of your time and effort, but they go a long way to help your organization and nonprofits as a whole. One person in your organization should be designated to oversee advocacy/lobbying and public/media relations efforts, but various individuals and groups can and should be engaged in activities. Even if you use just one of the tools in this kit once a week, your organization can make a difference!

## ***You Are Not Alone!***

Especially during tough economic times, it's important that you and your organization remember YOU ARE NOT ALONE! Connecticut's nonprofit community has tremendous strength and value in its numbers and CAN is here to help you. This toolkit is just one way CAN would like to help your organization. We can also provide training and guidance in your advocacy and lobbying efforts. Please do not hesitate to contact us and keep us posted on all your efforts and successes!

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- 5) Make a Difference for Your Cause in Three Hours Per Week
- 6) Tips for Writing Legislators and Local Elected Officials
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#### **Compelling Message From Nelson Mandela's 1994 Inaugural Speech**

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented and fabulous? Actually, who are you NOT to be? You are a child of God. Your playing small doesn't serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in EVERYONE! And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others!