Webinar Series
Virtual Advocacy for Impact at a Time of Social Distancing

Wednesday, April 1, 2020
You are muted upon entry into the webinar.

Click the Q&A icon to submit your questions anytime.

Like submitted questions to ensure they get asked.

Use chat for comments or to elaborate on surveys.

We will send you the recording.
# Webinar Agenda

**Virtual Advocacy for Impact at a Time of Social Distancing**

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<td>Emily Gantz McKay, President, EGM Consulting, LLC</td>
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<td>3. Advocacy Priorities &amp; Strategies: State</td>
<td>Jessica Orozco Guttlein, Chief of Staff</td>
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<td>4. Tools for Remote Mobilization &amp; Advocacy</td>
<td>Jessica Orozco Guttlein, Chief of Staff and Jessica Guzman Mejia, VP for Program Strategy</td>
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<td>5. Communications &amp; Social Media Advocacy</td>
<td>Gebe Martinez, Principal, GM Networking, LLC, and David Castillo, Director for Digital Media</td>
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<td>6. Questions</td>
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Overview: Sound Practices
How other nonprofits are advocating during COVID-19

- **Letters to policymakers** with many signers, widely disseminated via mainstream and social media, other national organizations
  - National Council of Nonprofits letter to Congress
  - Letter to Attorney General Barr to end 1325/1326 prosecutions
- **Letters to chapters/stakeholders to use with local & state officials**
  - ACLU letter to Congress and chapters on criminal justice system issues
- **Teleconference advocacy meetings** with elected officials
  - CT Nonprofit Alliance call with Gov. Lamont & agency heads
- **Quick website posting and daily updating** of advocacy information
  - Audio of CT call on website by the next day
  - Posting of short policy/advocacy videos on websites rather than text
Overview: Sound Practices
Grassroots mobilizing and legal considerations

• Remote mobilization and organizing
  • 100 cars circling an ICE detention center – organized by Never Again Action
  • Use of projections by grassroots organizations (no permit required)

• Reminders from Bolder Advocacy (Alliance for Justice):
  • Public-facing grassroots lobbying can total only ¼ of allowable lobbying expenditures for nonprofits electing 501(h)
  • 501(c)(3) advocacy must not imply support or opposition to candidates
Advocacy Priorities and Strategies: Federal

Defining Advocacy

- **a strategy** to affect policy change or action
  - *a structured and sequenced plan of action with the purpose to start, direct, or prevent a specific policy change*

- **a primary audience** of decision makers
  - *to influence those who hold decision-making power*
  - *Goal: get target audiences to understand, be convinced, and take ownership of the ideas presented or believe that to not do so might have consequences*

- **a process** that normally requires the building of momentum and support behind the proposed policy idea or recommendation

- **conducted by groups** of organized citizens, organizations, coalitions

- **requires a STRATEGY**
  - *Who is your target? What is important to them? Who is important to them?*
Advocacy Priorities and Strategies: Federal
Tools in the Advocacy Toolbox

• Lobbying
  • “one on one” interactions with decision makers or their staff – requires access

• Media campaigning
  • Traditional or new; public or external pressure

• Grassroots Activism
  • Online petitions, driving calls or emails

• Coalitions
  • Common ground; constituency overlap

• Letters
  • Make the case, provide arguments, show broad support

• Advising
  • think tanks, research, white papers, legislative language
Poll #1

1. Is your organization engaged in advocacy? Y/N
   - Yes?
   - No?

2. If yes, at what level(s)? Which type? Check all that apply:
   - Local
   - State
   - Regional
   - Federal
   - Grassroots *collective action from the local level as the basis for a political or economic movement to effect change*
   - Grass-tops *focused narrowly on opinion leaders*
Advocacy Priorities and Needs: Federal

Current Federal Priorities

- COVID-19 Relief and Recovery for Latino communities
- Three phases of Congressional Coronavirus Funding (so far)
  - CI March 6, 2020 Coronavirus Preparedness and Response Act
  - CII March 18, 2020 Families First Coronavirus Response Act
  - CIII March 27, 2020 Coronavirus Aid, Relief, and Economic Security Act (CARES) Act
  - TOTAL: $2.6 TRILLION
- What is available to help Latino communities and nonprofits?
- What – and who – is left out?
- Fourth phase: CIV - What will we advocate for?
Advocacy Priorities and Needs: Federal
Current Federal Priorities - COVID-19

• Direct Cash Assistance to Most individuals
  • $1200 if income < $75k or if filing Head of Household and income < $112k
  • $2400 per married couple if AGI < $150k
  • Amount goes down as your income goes up – max to qualify $99k AGI*
  • Everyone in family must have an SSN
  • Not available to ITIN filers leaves out hardworking immigrant taxpayers and their families
  • Not available to adult children claimed as dependents
  • *Adjusted gross income on Line 8B of the 2019 1040 tax return.
    • If you have not yet filed 2019 (filing extension to July), your 2018 return will be used.

• Leaves a lot of people out
  • 11 million undocumented immigrants and mixed-status families
Advocacy Priorities and Needs: Federal
Current Federal Priorities - COVID-19

**Housing Assistance if experiencing financial hardship due to coronavirus**

- **Moratoriums on evictions and foreclosures for 60 days** on federally-backed mortgages beginning on March 18, 2020
- **Forbearance for borrowers with federally-backed mortgages** *(up to 6 months).*
- **Forbearance for multifamily housing owners with a federally-backed mortgage** - on the condition they don’t evict tenants or charge tenant late fees *(up to 3 months)*
- **Moratorium on filing for evictions for renters** in homes covered by a federally-backed mortgage, and for *most residents of federally subsidized apartments* *(up to 4 months)*
- **What happens after moratoriums and forbearance?**
Advocacy Priorities and Needs: Federal
Current Federal Priorities - COVID-19

**Small Business and NonProfits** < 500 people

- **Paycheck Protection Program (PPP) 501c3s and 501c19** Cash flow assistance – 100% federally guaranteed loans to employers who maintain their payroll – loans forgiven if employees retained
  - Retroactive to Feb 15 to help bring workers back onto payroll
  - Nonprofits, sole proprietors, independent contractor, self-employed individuals, franchisees
  - Max loan $10 million or 250% of average monthly payroll costs

- **Small Business Debt Relief Program**
  - Immediate relief to small business with non-disaster loans, microloans,
  - SBA will cover all loan payments, principal, interest, and fees up to 6 months
  - $5 million 7(a) loans available to borrowers who lack credit
  - 504 loans up to $5.5 million fixed rate financing to acquire fixed assets for expansion or modernization

- **Economic Injury Disaster Loans (EIDL) & Emergency Economic Injury Grants (EEIG)**
  - Apply here: [https://disasterloan.sba.gov/ela/](https://disasterloan.sba.gov/ela/)
  - Quick infusion of cash to cover you now
  - Emergency advance of up to $10,000 to small businesses and non-profits harmed by COVID-19 within three days of applying
  - Does not need to be repaid under any circumstances
  - Loans up to $2million

  **Highly recommend counseling. For more info contact:** Small Business Development Center (SBDC), Women’s Business Center (WBC); Minority Business Development Agency’s Business Centers (MBDCs)

  - May leave out undocumented small business owners, PPP not available to many nonprofits in Puerto Rico
Advocacy Priorities and Needs: Federal
Current Federal Priorities - COVID-19

• Congress must pass another COVID-19 relief bill (CIV) that secures the health and safety for all people, regardless of immigration status or geographic location

• Congress also must order release of immigrant detainees to contain the outbreak of the deadly virus
  • 4 migrants in custody and at least 5 ICE employees in detention centers have tested positive

• Congress must ensure Puerto Rico is given greater access to programs in the CARES Act

• Congress must make assistance available for the duration of the economic downturn – not cut it off when the health crisis has passed in a few months

• We invite you to join us in advocating for equitable treatment for our communities – it is not a matter of “fairness”. It is a matter of economic – and literal - life and death for Latino communities across this country.
Advocacy Priorities and Strategies: State
Current HF policy asks

• Include nonprofit stabilization and integration in any response plan
• Ensure a just and equitable public health response
• Guarantee access to essential services, housing, utilities, food, and other primary needs during and after the emergency
• Safeguard democracy
New York Leadership Must Support HIV/AIDS Related Care During COVID-19 Pandemic

While New York State must continue to prepare for the increase of cases that require hospitalization, we must also continue to invest in programs that help those who are immunocompromised to mitigate increased risk of extreme illness and fatalities due to COVID-19.

The risk of COVID-19 on those who are HIV/AIDS positive is not fully known, but with other viral respiratory infections, the risk for people with HIV getting very sick or dying is greatest in (1) people with a low CD4 cell count, and (2) people not on HIV treatment (antiretroviral therapy or ART). People with HIV can also be at increased risk with COVID-19 based on their age and other medical conditions.

This means New York must continue to fund programs that are focused HIV/Aids related care, Hepatitis C prevention, end cuts to healthcare services, and increase health insurance enrollment assistance.

Send an email to Gov. Andrew Cuomo, Majority Leader Andrea Stewart-Cousins, and Speaker Carl Heastie to tell them they must ensure those fighting and living with HIV/AIDS are protected.
TOOLS FOR
REMOTE MOBILIZATION & ADVOCACY

Virtual Meetings  Letters and Emails  Media
What tools are you currently using for advocacy or mobilization? *Check all that apply.*

a) Zoom  
b) Peer to Peer Texting Tool (i.e. Hustle)  
c) Phone 2 Action (P2A) or Salsa Labs  
d) Robocalls  
e) Telzio or another phone bank tool  
f) Other (use the chat room to specify)
Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars.

Telzio is a cloud-based VoIP provider with the ability to host toll-free hotlines and phone banking remotely. User accounts are free and you pay only for minutes used.

Hustle is a peer to peer text messaging service that allows nonprofits to create one to one dialogues with their constituents, encourage more interaction, and move people to act.

Phone2Action is a comprehensive digital engagement and communications platform for grassroots advocacy, public affairs, and government relations.
## Tools for Remote Mobilization and Advocacy

**Types of Campaigns via P2A**

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<th>Advocacy Calls to Action</th>
<th>Communications Platform</th>
<th>Support Your Partners</th>
<th>Storytelling</th>
<th>Surveys &amp; Community Building</th>
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<td>Sign a petition + generate personalized messages to policymakers about an upcoming policy decision</td>
<td>Create beautiful email marketing campaigns, and communicate to supporters over text</td>
<td>Create an advocacy hub and pages for your coalition members</td>
<td>Capture stories from your audiences about policy, legislation and values. Review stories and follow up with your supporters.</td>
<td>Share your values, gather data and insights into your audiences, and mobilize advocates for future actions, pledges or more.</td>
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Tools for Remote Mobilization and Advocacy
2020 Census Campaign

Text
HF CENSUS to 40649
Remote Communications for Advocacy
Modern Tools to Communicate in a Time of Crisis

- **Today’s tools are made for times like these** when information needs to be communicated to large audiences, quickly and efficiently.

- **You can maintain credibility as a communicator** if:
  - You are straightforward, factual, and stick to the same talking points regardless of your audience.
  - Whether talking to the news media or to your organization, full-time staffers or volunteers, your board or funders.

- **Make the news media your friends**: newsroom, editorial board, community relations manager.

- **Tools for public campaigns are plentiful**:
  - Social media: Twitter, Instagram, Facebook.
  - Expanded use of visuals: graphics, short videos, video postcards, etc.
  - Make emails visually friendly with graphics, charts, gifs, etc.
Using Social Media for Mobilization & Advocacy

Poll #3 – David

1. **What platforms is your organization using?** *Check all that apply*
   a) Facebook
   b) Instagram
   c) Twitter
   d) LinkedIn
   e) Other

2. **What types of social media have you found to be most effective with your supporters?** *Check all that apply*
   a) Links
   b) Photos
   c) Videos
   d) Ads
Using Social Media for Mobilization & Advocacy
Orgs are turning to social media to rally their members to action

Ideas for Mobilizing on Social Media:

• **Live streaming events:** Power4PuertoRico FB Live on COVID-19 and Puerto Rico

• **Twitter storms/chats:** Debunking Census Twitter Chat

• **Instagram Takeovers**

• **Digital Ad buy:** GOTV for Florida primary

• **Shareable graphics:** Can use tools like Adobe Spark or Canva

• **Sign up for Business Manager in Facebook:** This platform gives powerful backend tools for free, with the ability to:
  - More easily run and track ads
  - Manage assets such as your Pages and ad accounts
  - Add an agency or marketing partner to help manage your business
Using Social Media for Mobilization & Advocacy  

Designing campaigns for social media

When using tools like Phone2Action, keep in mind that the final products are optimized for social media

- **Any campaign you create** – whether on P2A, Salsa Labs, EveryAction, etc. – should be designed with social media in mind

- **Questions to ask:**
  - What is your goal/target?
  - How will it look when it’s shared?
  - What images are you using?
  - How often will you be posting the message?
  - What is a “successful” campaign for you?
Questions?