

Lisa Hazirjian, Ph.D.
Win Together Consulting

**MAKING YOUR NONPROFIT'S CASE:
BACK TO BASICS**

WHAT WE'LL COVER

- ❑ **Understanding Advocacy**
 - ❑ **Clarifying Your Goals**
 - ❑ **Knowing Your Audience**
- ❑ **Choosing Your Messengers**

MY ROOKIE MISTAKE



... and what I learned from it

WHAT IS ADVOCACY, ANYWAY?

**Go to the chat in
Zoom & click on the
Mentimeter link**

BE  HEARD

SUCCESSFUL ADVOCACY REQUIRES STRATEGY



Definition adapted from Marshall Ganz, Kennedy School of Government, Harvard University

FIVE QUESTIONS TO HELP YOU DEVELOP YOUR ADVOCACY STRATEGY

- 1) **What are you trying to accomplish?**
- 2) **Who has the power to make it happen?**
- 3) **What motivates the people who have that authority?**
- 4) **What resources do you have?*****
- 5) **How can you use your resources to persuade the people whose help you need in order to accomplish your goals?**



Adapted from Marshall Ganz, Kennedy School of Government, Harvard University & Leading Change Network

A SHORT STORY ABOUT A LONG ADVOCACY CAMPAIGN



[Home](#) [About](#) [Topics](#) [Series](#) [Health Care Half Hour](#) [Contact](#) [Health Job Listings](#) [Newsletter](#)

By Rose Hoban

Advocates for people with HIV and AIDS are busy calling legislators this week and working the hallways at the General Assembly in an attempt to ensure sufficient funding for the AIDS Drug Assistance Program.

The newly released budget being debated this week in the House of Representatives cuts \$8 million in recurring funds for both this year and next. Those cuts are similar to those asked for by Gov. Pat McCrory in his budget.



The Senate budget approved in late May also cuts \$8 million of recurring funds but allocates \$6 million in one-time funding for the each of the coming two fiscal years.

“If I didn’t have [the AIDS Drug Assistance Program], I don’t know what I’d do,” said Glen Cameron, a 58-year-old AIDS patient who lives outside of Hickory. Cameron takes

CLARIFYING YOUR BIGGEST GOALS: DESIRED OUTCOMES

How are the lives of the people you serve better as a result of what your organization does?

AN EXAMPLE: CHARLOTTE BILINGUAL PRESCHOOL

OUTCOMES

Last fall, children entered CltBP with 38% of the skills needed for success in school. By the spring, they had doubled their skills to 78%. 99% of Preschool Program children improved their English-language skills, and 63% showed statistically significant social-emotional improvement. 88% of families showed confidence in their ability to support their child's education in elementary school.

A recent external Alumni Tracking Study found that CltBP children enter Kindergarten ahead of Hispanic peers and maintain consistent growth and advantage through second grade. Thank you for helping build a bright future for our children, our families, and our community!



PAVING THE WAY TO ACHIEVE YOUR DESIRED OUTCOMES

When you are making the case for any of the things you need in order to accomplish what you want, make sure you are clear about how those things will help you achieve your desired outcome.

CASE STUDY



Riverwood Therapeutic Riding Center <https://www.riverwoodtrc.org/>

GOAL SETTING RESOURCES

Free resources from The Management Center

[SMARTIE goals](#)

[Goals Bank](#)



What questions do we have so far?

APPROACHES TO PERSUADING ANY AUDIENCE



BUT WHO'S YOUR AUDIENCE?

**Any time you are advocating for something
(for example, funding for your organization)
the people with the power
to make what you want to accomplish happen
are your primary audience**

MOTIVATING YOUR SPECIFIC AUDIENCE

When you've identified a specific audience, you can tailor your appeals to their concerns and values.

But how do you figure out what they care about?

LEARNING ABOUT YOUR AUDIENCE

Who do you know who knows them personally?

**What information does your organization
have about them?**

**What can you find out about them
from their internet presence?**

A CASE STUDY (OR TWO)



<https://trueridge.org/about>



<https://commongoodvt.org/programs/>

Um, yes...I have a question



CHOOSING YOUR MESSENGERS

Different audiences respond better to different messengers!

Which messengers matter most to your audience?

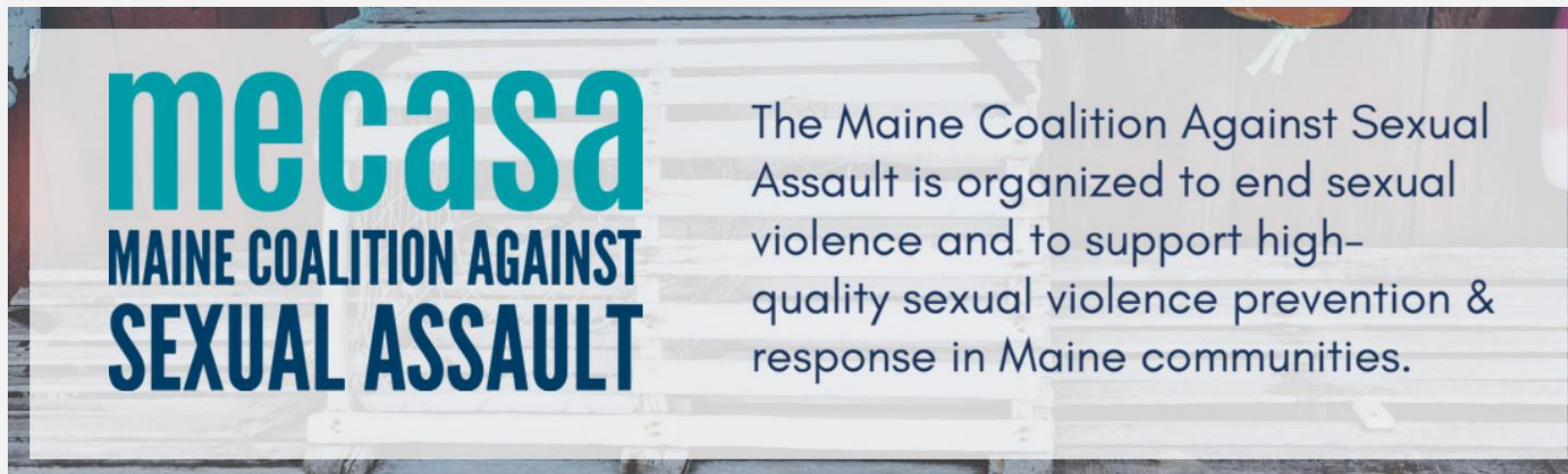
MESSENGERS WHO CONNECT

Your most effective messengers:

The people your audience cares about the most

**The people who can connect with your audience
around shared values, priorities, and identities**

A CASE STUDY (OR TWO)



<https://www.mecasa.org/>

INCREASING YOUR PERSUASION POWER

Some audiences respond best to specific kinds of messengers.

Some audiences only respond when they hear from lots of messengers driving home the same message.

The more people you have prepared to deliver your message, the more persuasion power you have!

MESSENGERS FOR EVERY OCCASION

List at least three audiences

Be as specific as possible (e.g., instead of funders, The Gimme Foundation)

What does your first audience care about?

Remember to think about what you know about them & their values

Who are the ideal messengers for them?

Include specific people who are already messengers, as well as individuals and types of people you'd like to have as messengers

(Time permitting, repeat for second & third audiences)

AMPLIFYING THE VOICES OF THE PEOPLE WE SERVE



Vision & Mission

Transplanting Traditions Community Farm envisions a world in which all people have access to healthy affordable food, land, education, satisfying work and a space to celebrate culture and to build strong, resilient communities.

Our mission is to uplift food sovereignty in the refugee community through access to land, education and opportunities for refugee farmers to address community food insecurity and the barriers they face in reaching their dreams of farming. The farm provides a cultural community space for refugee adults and youth to come together, recreate home and build healthy communities, and continue agricultural traditions in the Piedmont of N.C.



TransplantingTraditions <https://www.transplantingtraditions.org/>

End of Presentation



ANY QUESTIONS?

memecreator.org

RESOURCES

Leading Change Network

<https://commonslibrary.org/collection/leading-change-network/>

NC Center for Nonprofits

<https://www.ncnonprofits.org/public-policy/advocacy-tools>

The Management Center

https://bit.ly/TMC_Goals_Bank

https://bit.ly/TMC_SMARTIE_GOALS

WHERE TO FIND ME ON THE INTERNET

lisa@wintgetherconsulting.com

Follow me on LinkedIn: <https://www.linkedin.com/in/lisahazirjian/>

Subscribe to my Substack: <https://wintgether.substack.com/>

Visit my website: www.wintgetherconsulting.com

Thank you for participating!!!