



The Lobbying and Advocacy Handbook for Nonprofit Organizations, Second Edition: Shaping Public Policy at the State and Local Level

Marcia Avner

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Your "How-To" Guide to State and Local Lobbying This guide is your complete road map to shaping public policy at the state and local level. It gives detailed, step-by-step instructions for developing an effective plan and putting it into action. With this handbook, you will discover how lobbying can help fulfill your mission; learn how to initiate, support, or defeat bills; develop effective lobbying skills; gather and mobilize support for your positions; learn how to use the media effectively; influence gov't administrators to back your policy positions; comply with state and federal regulations; and set up systems in your nonprofit to support lobbying. Adaptable to Your Unique Needs This flexible book can be tailored to fit your situation. You have four different planning strategies to choose from—short-term, long-term, proactive, or reactive. Want to move quickly? Use the "planning shortcuts." Plus, a special "rapid response guide" helps you with emergencies. Straightforward and Action Oriented In addition to a clear framework for planning your policy work, author Marcia Avner shares with you the nitty gritty of effective lobbying based on her more than 30 years of experience. You'll find concrete information on building relationships with public officials; what you need to know to make your case; how to testify at a committee hearing; how to find out how it works in your area; mistakes to avoid; and much more!

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