



Advocacy: A 4 Letter Word for Non-Profits?

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Mission: Delaware Nature Society connects people with the natural world to improve our environment through education, advocacy and conservation

Established in 1964

Formal Advocacy Program in 2000

What is Advocacy?



What is an Environmental Advocate?



- Provides leadership for DNS Advocacy efforts
- Develops the Society's legislative agenda and formulates positions and takes action, including public testimony, on key environmental issues.
- Cultivates relationships between the organization, elected and appointed officials, reporters, and news media
- Coordinate the Society's grass-roots activism efforts

*Burrows Run,
Photo by Joe Sebastiani*



What DNS CAN Do



- A 501(c)(3) organization
 - May participate in public lawsuits
 - Lobby within IRS limits
 - Educate candidates on public policy issues
 - Sponsor Candidate Debates
 - Publish Voting Records
 - Canvass the public on issues



What DNS CANNOT do



- Participate or Intervene in political campaigns on behalf (or in opposition to) any candidate for public office
- Devote any substantial part of its activities to influencing legislation



Who do I Lobby?

- DE Congressional Delegation
 - Senators Carper & Coons
 - Representative Carney
 - legislative aides on environmental issues
- Governor
 - Chief of staff and Legislative liaison
- General Assembly in Dover
- Department of Natural Resources & Environmental Control
- Department of Agriculture



ABC's DE General Assembly

- Delaware General Assembly
 - January to June
 - 62 members
- 21 members of the Senate
 - 8 Republicans, 13 Democrats
- 41 members of the House of Representatives (lower house)
 - 27 Republicans, 14 Democrats



Senate

Senate Leadership

- President (lieutenant Gov.)
- President Pro Tempore
- Majority Leader
- Majority Whip
- Minority Leader
- Minority Whip





House of Representatives



- House of Representatives Leadership
 - Speaker
 - Majority Leader
 - Majority Whip
 - Minority Leader
 - Minority Whip



Relevant Committees



- Senate/House Committees
 - Agriculture
 - Bond Bill/Capital Infrastructure (Joint)
 - Energy & Transit
 - Finance (Joint)/Appropriations
 - Natural Resources and Environmental Control
 - Transportation

How Do I Engage?



- Public Comment
- Media Coverage
- Testimony for elected officials
- Personal Meetings
- Serving on Committees and Task Forces
- Etc.



Engaging with Policymakers



- Helpful hints for an effective exchange
 - Meeting with your legislator
 - Do your homework (their voting record, statements)
 - Be organized and concise and dress appropriately
 - Give reasons for your position
 - Leave some information and offer to be a resource
 - Write a thank you letter including any commitments made during the meeting

Engaging with Policymakers

- Helpful hints for an effective exchange
 - Writing a letter/e-mail to your legislator
 - Spell his/her name correctly
 - Type/write, personal letter
 - Identify yourself, include name and address
 - Be brief and to the point
 - Coordinate letter with progress of bill, (ie., write when the bill is in committee, or just before bill comes to floor for debate)
 - Request a response from them
 - Write follow up thank you letter for his/her support of your position
 - DON'T be rude, righteous, or apologize for taking his/her time



Clean Water: A Case Study



SCR 30: Clean Water Task Force



Senate Concurrent Resolution 30 established Task Force to make recommendations to fund clean water improvements and flood abatement.

Tasked to meet 6 times and provide recommendations by January 31, 2016

What can you do...

- **Attend meetings**
- **Follow meeting updates on Twitter & CleanWaterDelaware.org**

What we Accomplished



- Alliance of over 20 “supporters”
- Social and Traditional Media touched 3,658 people
- 42 presentations and tabling events totaling 7,862



Total: 11,540 (mid-point)

Thank you for the opportunity
to present...



Questions?

