

# **ADVOCACY 201: YES, YOU CAN!**

**BEING AN EFFECTIVE ADVOCATE FOR YOUR CAUSE**



# INTRODUCTIONS

**LET'S GET TO KNOW ONE ANOTHER & WHAT YOU ARE  
LOOKING FOR OUT OF THIS TRAINING**

**GET THE LATEST**

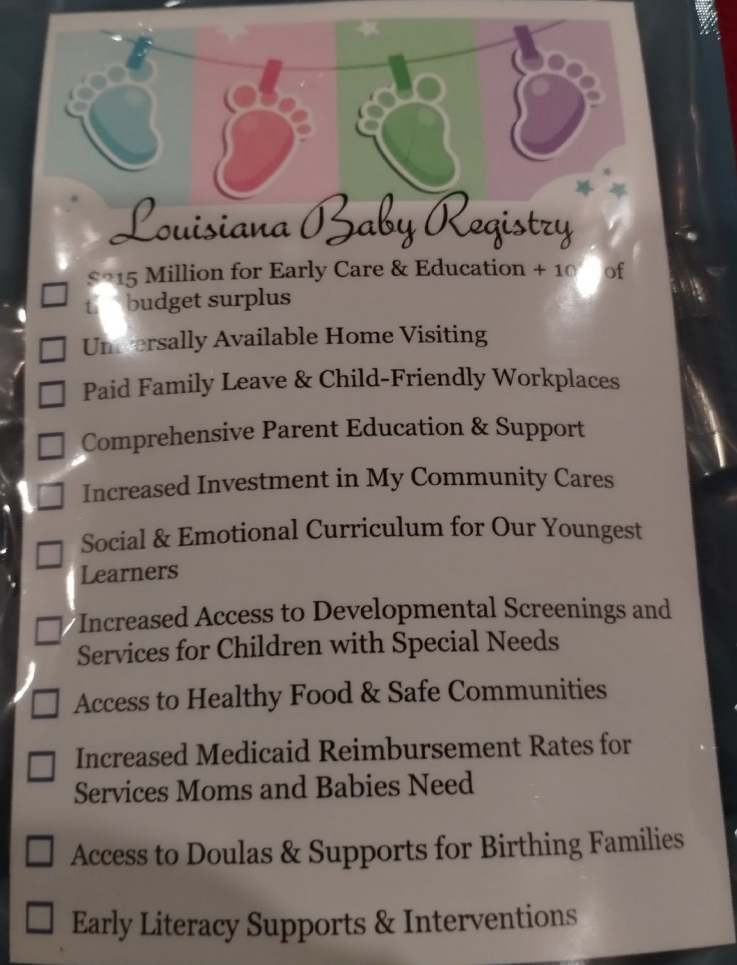
**[WWW.LEGIS.LA.GOV](http://WWW.LEGIS.LA.GOV)**

**SUBSCRIBE TO ELECTRONIC NOTIFICATION: SEND  
AN EMAIL TO: [LCN-NOTIFY-SUBSCRIBE-  
REQUEST@LISTSERV.DOA.LA.GOV](mailto:LCN-NOTIFY-SUBSCRIBE-REQUEST@LISTSERV.DOA.LA.GOV)**

# COMMITTEE MEETINGS

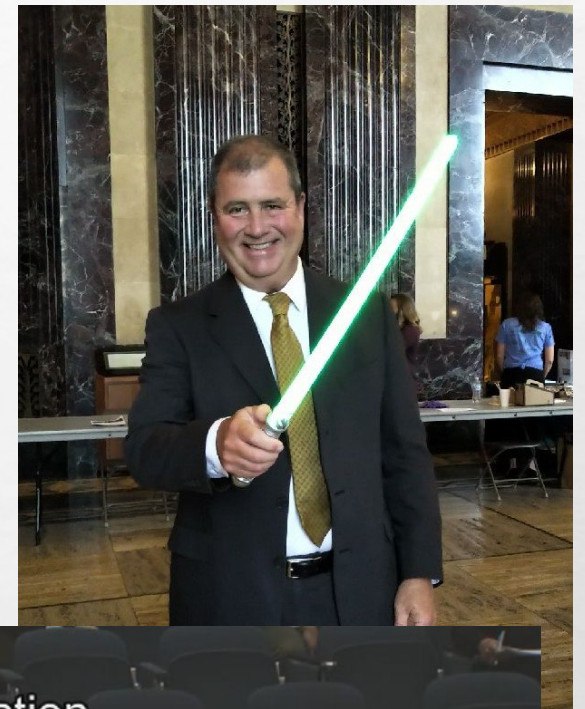
- **TAKE PLACE ON A REGULAR SCHEDULE IN REGULAR ROOMS.**
- **HAVE POSTED SCHEDULES ONLINE.**
- **ALLOW FOR PUBLIC COMMENT AS LONG AS CARDS ARE FILLED OUT.**
  - **RED, GREEN & WHITE**

# BE MEMORABLE



*Louisiana Baby Registry*

- \$215 Million for Early Care & Education + 10% of budget surplus
- Universally Available Home Visiting
- Paid Family Leave & Child-Friendly Workplaces
- Comprehensive Parent Education & Support
- Increased Investment in My Community Cares
- Social & Emotional Curriculum for Our Youngest Learners
- Increased Access to Developmental Screenings and Services for Children with Special Needs
- Access to Healthy Food & Safe Communities
- Increased Medicaid Reimbursement Rates for Services Moms and Babies Need
- Access to Doulas & Supports for Birthing Families
- Early Literacy Supports & Interventions



# **DON'T FORGET ADMINISTRATIVE & LOCAL ACTION**

**BEYOND THE LEGISLATURE**



# **BOARD OF ELEMENTARY & SECONDARY EDUCATION (BESE)**

**[BESE.LOUISIANA.GOV](http://BESE.LOUISIANA.GOV)**

# LOUISIANA REGISTER

**[HTTPS://WWW.DOA.LA.GOV/DOA/OSR/LOUISIANA-REGISTER/](https://www.doa.la.gov/DOA/OSR/LOUISIANA-REGISTER/)**



# OTHER BOARDS & COMMISSIONS

**[HTTPS://WWW.CFPRD.DOA.LOUISIANA.GOV/BOARDS  
ANDCOMMISSIONS/SELECTBOARD.CFM](https://www.cfprd.doa.louisiana.gov/boardsandcommissions/selectboard.cfm)**

# LOCAL ENTITIES

- **SCHOOL BOARDS**
- **POLICE JURIES (CALCASIEU PARISH)**
- **LIBRARY BOARD OF CONTROL**

# ADVOCATING IN THE 501C3 & 501C4 SPACE

**BE BOLD!**



# BIGGEST MYTHS IN NON-PROFITS

- **I'M A NON-PROFIT SO I CAN'T DO ADVOCACY.**
- **I'M A 501(C)(3) SO I CAN'T "LOBBY."**
- **I'M A NON-PROFIT, SO I CAN'T TELL PEOPLE TO CALL TELL LEGISLATORS.**
- **I'M A NON-PROFIT, SO I CAN'T HAVE ANYTHING TO DO WITH CAMPAIGNS.**
- **I'M A NON-PROFIT, SO I CAN'T HELP REGISTER PEOPLE TO VOTE.**
- **I'M A NON-PROFIT, SO I CAN'T PARTICIPATE IN GET-OUT-THE-VOTE (GOTV) EVENTS.**



# BIGGEST MYTHS IN NON-PROFITS

- **I'M A NON-PROFIT SO I CAN'T DO ADVOCACY. \*YES YOU CAN\***
- **I'M A 501(C)(3) SO I CAN'T "LOBBY." \*YEP, YOU CAN DO THAT TOO\***
- **I'M A NON-PROFIT, SO I CAN'T TELL PEOPLE TO CALL TELL LEGISLATORS. \*YES YOU CAN\***
- **I'M A NON-PROFIT, SO I CAN'T HAVE ANYTHING TO DO WITH CAMPAIGNS. \*ON A LIMITED BASIS, YES YOU CAN\***
- **I'M A NON-PROFIT, SO I CAN'T HELP REGISTER PEOPLE TO VOTE. \*YOU ABSOLUTELY CAN\***
- **I'M A NON-PROFIT, SO I CAN'T PARTICIPATE IN GET-OUT-THE-VOTE (GOTV) EVENTS. \*AS LONG AS IT IS NOT PARTISAN OR FOR A PARTICULAR CANDIDATE, YES YOU CAN!\***

# DEFINITIONS

- **IRS DEFINITIONS:**

- **501(C)(3): TAX-EXEMPT NON-PROFIT ORGANIZATION. DOES NOT HAVE TO PAY TAXES ON INCOME, DONORS MAY DEDUCT THEIR CONTRIBUTIONS AS CHARITABLE DEDUCTIONS. MAY CONDUCT LIMITED LOBBYING AND POLITICAL ACTIVITY.**
- **501(C)(4): TAX-EXEMPT NON-PROFIT ORGANIZATION. DOES NOT HAVE TO PAY TAXES ON INCOME, HOWEVER DONORS MAY NOT DEDUCT THEIR CONTRIBUTIONS AS CHARITABLE DEDUCTIONS. MAY CONDUCT UNLIMITED LOBBYING AND POLITICAL ACTIVITIES UNDER SEPARATE RULES.**

# DEFINITIONS

- **IRS DEFINITIONS:**

- **DIRECT LOBBYING: COMMUNICATION IS ONE MADE TO EITHER A LEGISLATOR, AN EMPLOYEE OF A LEGISLATIVE BODY, OR ANY OTHER GOVERNMENT EMPLOYEE WHO MAY PARTICIPATE IN THE FORMULATION OF THE LEGISLATION. IT MUST REFER TO A SPECIFIC PIECE OF LEGISLATION AND EXPRESS A VIEW ON IT.**
- **GRASSROOTS LOBBYING: COMMUNICATION IS AN ATTEMPT TO INFLUENCE SPECIFIC LEGISLATION BY ENCOURAGING THE PUBLIC, OTHER THAN THE ORGANIZATION'S MEMBERS, TO CONTACT LEGISLATORS ABOUT THAT LEGISLATION. IT MUST REFER TO SPECIFIC LEGISLATION, REFLECT A VIEW ON IT AND ENCOURAGE THE RECIPIENT TO TAKE LOBBYING ACTION ON IT.**



# DEFINITIONS

- **LOUISIANA DEFINITIONS:**

- **LEGISLATIVE LOBBYING: ANY DIRECT ACT OR COMMUNICATION WITH A LEGISLATOR , THE PURPOSE OF WHICH IS TO AID IN INFLUENCING THE PASSAGE OR DEFEAT OF ANY LEGISLATION**
- **ANY PREPARATION OR RESEARCH SPECIFICALLY INTENDED, AT THE TIME IT IS PERFORMED, FOR USE IN OR IN SUPPORT OF ANY ONGOING OR PLANNED DIRECT ACT OR COMMUNICATION WITH A LEGISLATOR, THE PURPOSE OF WHICH IS TO AID IN INFLUENCING THE PASSAGE OR DEFEAT OF ANY LEGISLATION, AND**
- **CONDUCTING OR ATTENDING A MEETING THE PURPOSE OF WHICH IS TO DISCUSS DIRECT COMMUNICATION WITH A LEGISLATOR TO AID IN INFLUENCING THE PASSAGE OR DEFEAT OF ANY LEGISLATION.**
- **EXECUTIVE BRANCH LOBBYING: ANY DIRECT ACT OR COMMUNICATION WITH AN EXECUTIVE BRANCH OFFICIAL, THE PURPOSE OF WHICH IS TO AID IN INFLUENCING AN EXECUTIVE BRANCH ACTION.**

# DEFINITIONS

- **LOUISIANA DEFINITIONS:**

- **LEGISLATIVE LOBBYIST: ANY PERSON WHO IS EMPLOYED OR ENGAGED FOR COMPENSATION TO ACT IN A REPRESENTATIVE CAPACITY FOR THE PURPOSE OF LOBBYING IF LOBBYING CONSTITUTES ONE OF THE PRINCIPAL DUTIES OF SUCH EMPLOYMENT OR ENGAGEMENT; AND/OR**

- **ANY PERSON WHO ACTS IN A REPRESENTATIVE CAPACITY AND MAKES AN EXPENDITURE.**

- **EXECUTIVE BRANCH LOBBYIST: ANY PERSON WHO IS ACTS IN A REPRESENTATIVE CAPACITY AND MAKES AN EXPENDITURE.**

# WHY THESE DEFINITIONS MATTER

- **UNDER THE IRS DEFINITIONS, THERE ARE SEPARATE EXPENDITURE LIMITS FOR EACH.**
  - **DIRECT LOBBYING: INSUBSTANTIAL PART TEST FOR ORGANIZATIONS WHO HAVEN'T MADE THE 501(H) ELECTION;**
  - **IF YOU HAVE MADE THE 501(H) ELECTION, THE LIMITS ARE AS FOLLOWS:**
    - **20% OF THE FIRST \$500,000 OF EXEMPT PURPOSE EXPENDITURES, PLUS**
    - **15% OF THE NEXT \$500,000 OF EXEMPT PURPOSE EXPENDITURES, PLUS**
    - **10% OF THE NEXT \$500,000 OF EXEMPT PURPOSE EXPENDITURES, PLUS**
    - **5% OF THE REMAINING EXEMPT PURPOSE EXPENDITURES UP TO A TOTAL CAP OF \$1 MILLION**

# WHY THESE DEFINITIONS MATTER?

- **UNDER THE IRS DEFINITIONS, THERE ARE SEPARATE EXPENDITURE LIMITS FOR EACH.**
  - **GRASSROOTS LOBBYING: INSUBSTANTIAL PART TEST FOR ORGANIZATIONS WHO HAVEN'T MADE THE 501(H) ELECTION;**
  - **FOR THOSE WHO HAVE MADE THE 501(H) ELECTION GRASSROOTS LOBBYING EXPENDITURES ARE LIMITED TO 25% OF THE ORGANIZATION'S TOTAL LOBBYING LIMIT USING THE GUIDE ON THE PREVIOUS SLIDE.**
  - **EVEN IF THE ELECTING CHARITY SPENDS VERY LITTLE OR NOTHING ON DIRECT LOBBYING, IT MAY STILL SPEND UP TO 25% OF ITS LIMIT FOR OVERALL LOBBYING ON GRASSROOTS LOBBYING.**

# A WORD ABOUT THE 501(H) ELECTION

Form **5768**

(Rev. September 2009)

Department of the Treasury  
Internal Revenue Service

## Election/Revocation of Election by an Eligible Section 501(c)(3) Organization To Make Expenditures To Influence Legislation

(Under Section 501(h) of the Internal Revenue Code)

For IRS  
Use Only ►

Name of organization

Employer identification number

Number and street (or P.O. box no., if mail is not delivered to street address)

Room/suite

City, town or post office, and state

ZIP + 4

**1 Election**—As an eligible organization, we hereby elect to have the provisions of section 501(h) of the Code, relating to expenditures to influence legislation, apply to our tax year ending ..... and all subsequent tax years until revoked. (Month, day, and year)

**Note:** This election must be signed and postmarked within the first taxable year to which it applies.

**2 Revocation**—As an eligible organization, we hereby revoke our election to have the provisions of section 501(h) of the Code, relating to expenditures to influence legislation, apply to our tax year ending ..... (Month, day, and year)

**Note:** This revocation must be signed and postmarked before the first day of the tax year to which it applies.

Under penalties of perjury, I declare that I am authorized to make this (check applicable box) ►  election  revocation on behalf of the above named organization.

.....  
(Signature of officer or trustee)

.....  
(Type or print name and title)

.....  
(Date)

# WHY DO THESE DEFINITIONS MATTER?

- **LOUISIANA DEFINITIONS:**

- **LEGISLATIVE LOBBYIST**

- **EXECUTIVE BRANCH LOBBYIST**

- **IF YOU ARE PAID TO CONDUCT EITHER OF THESE ACTIVITIES (AND FOR EXECUTIVE BRANCH YOU HAVE TO MAKE AN EXPENDITURE) YOU MUST REGISTER AS A LOBBYIST WITH THE LOUISIANA BOARD OF ETHICS AND FILE MONTHLY ETHICS REPORTS.**

# WHAT DOESN'T COUNT AS LOBBYING

- **NONPARTISAN ANALYSIS, STUDY OR RESEARCH THAT PRESENTS ALL SIDES OF AN ISSUE.**
- **RESPONSES TO WRITTEN REQUESTS FOR ASSISTANCE FROM COMMITTEES OR OTHER LEGISLATIVE BODIES.**
- **CHALLENGES TO OR SUPPORT FOR LEGISLATIVE PROPOSALS THAT WOULD CHANGE THE ORGANIZATION'S RIGHTS OR ITS RIGHT TO EXIST.**
- **EXAMINATIONS AND DISCUSSIONS OF BROAD SOCIAL, ECONOMIC, AND SIMILAR PROBLEMS.**
- **THE IRS RESTRICTS LOBBYING TO CONGRESS AND STATE LEGISLATURES. YOU CAN SPEAK TO MEMBERS OF LOCAL SCHOOLS BOARDS, POLICE JURIES, METRO COUNCILS, AND ANY ADMINISTRATIVE BODY (BESE) OR ADMINISTRATIVE BRANCH OFFICIAL (GOVERNOR, SUPERINTENDENT, SECRETARIES OF VARIOUS AGENCIES) AND IT IS NOT CONSIDERED LOBBYING BY THE IRS.**

# WHAT DOESN'T COUNT AGAINST YOUR EXPENDITURE CAP

- **VOLUNTEER AND OTHER EFFORTS THAT DO NOT COST THE ORGANIZATION MONEY WILL NOT COUNT TOWARD THE EXHAUSTION OF THE LOBBYING LIMITS.**
  - **FREE FACEBOOK POSTS**
  - **VOLUNTEERS WHO SHOW UP TO LOBBY**



# GOING BACK TO THE MYTHS

- **I'M A NON-PROFIT SO I CAN'T DO ADVOCACY.**
  - **EXAMINATIONS AND DISCUSSIONS OF BROAD SOCIAL, ECONOMIC, AND SIMILAR PROBLEMS DO NOT COUNT AS LOBBYING. YOU CAN PROVIDE REPORTS, INFORMATION, NEWSLETTERS TO LEGISLATORS AT ANY TIME.**
- **I'M A 501(C)(3) SO I CAN'T "LOBBY."**
  - **EITHER UNDER THE INSUBSTANTIAL TEST OR THE 501(H) ELECTION, YOU CAN LOBBY.**
- **I'M A NON-PROFIT, SO I CAN'T TELL PEOPLE TO CALL TELL LEGISLATORS.**
  - **IT'S CALLED GRASSROOTS LOBBYING AND EITHER UNDER INSUBSTANTIAL TEST OR 501(H) ELECTION YOU CAN!**

# NOW, ABOUT CAMPAIGNS...

- **HERE'S WHAT YOU CAN DO WITH BALLOT INITIATIVES:**
  - **PUBLICLY ENDORSE OR OPPOSE BALLOT MEASURES;**
  - **PROPOSE BALLOT MEASURES;**
  - **CONTRIBUTE MONEY TO BALLOT MEASURE CAMPAIGNS;**
  - **LOAN MONEY TO BALLOT MEASURE CAMPAIGNS;**
  - **HOST BALLOT MEASURE CAMPAIGN EVENTS AT THEIR OFFICES; AND**
  - **REGISTER PEOPLE TO VOTE AND ENCOURAGE THEM TO VOTE FOR OR AGAINST A BALLOT MEASURE.**
  - **BUYING TV, RADIO, OR NEWSPAPER ADS TO PUBLICIZE THE ORGANIZATION'S VIEWS ON THE BALLOT MEASURE**
  - **ALLOCATING ONE PAGE OF THE ORGANIZATION'S FOUR-PAGE NEWSLETTER TO URGING READERS TO VOTE "NO" ON THE BALLOT MEASURE (ONE-QUARTER OF THE COST OF STAFF TIME, PRINTING, AND MAILING THE NEWSLETTER COUNTS AS LOBBYING)**
  - **CONTRIBUTIONS OF MONEY, PROPERTY, OR PAID STAFF TO A COMMITTEE ESTABLISHED TO CAMPAIGN FOR OR AGAINST A BALLOT MEASURE**

**All counts as lobbying either under insubstantial test or 501(h) election**

# NOW, ABOUT CAMPAIGNS...

- **HERE'S WHAT YOU CAN DO WITH BALLOT INITIATIVES:**
  - **RESEARCHING THE ISSUES, CONDUCTING SURVEYS OF VOTER ATTITUDES, AND POSSIBLY EVEN COMMUNITY ORGANIZING OR HOLDING CONFERENCES, SO LONG AS THESE ACTIVITIES ARE NOT PRIMARILY FOCUSED ON THE BALLOT MEASURE AND ARE NOT A FORM OF PREPARATION FOR LOBBYING.**
  - **COMMUNICATIONS TO THE PUBLIC THAT REFER TO THE BALLOT MEASURE, BUT DO NOT REFLECT A VIEW ON IT.**
  - **COMMUNICATIONS TO THE PUBLIC ON THE GENERAL SUBJECT ADDRESSED BY THE BALLOT MEASURE, WHICH DO NOT REFER DIRECTLY OR INDIRECTLY TO THE BALLOT MEASURE ITSELF.**

**Does NOT count as lobbying either under insubstantial test or 501(h) election**

# NOW, ABOUT CAMPAIGNS...

- **IF IT'S A CANDIDATE FOR OFFICE, THOUGH...**
  - **PUBLIC CHARITIES ARE ALWAYS PROHIBITED FROM SUPPORTING OR OPPOSING CANDIDATES FOR PUBLIC OFFICE.**
  - **WORK ON A BALLOT MEASURE DOES NOT MEAN THAT IT MAY ALSO COMMENT ON CANDIDATES INCLUDED ON THE SAME BALLOT.**
  - **AN ORGANIZATION CANNOT USE ITS SUPPORT OF OR OPPOSITION TO A BALLOT INITIATIVE AS A WAY TO INDIRECTLY SUPPORT OR OPPOSE A CANDIDATE.**
  - **EVEN THOUGH THE LEGISLATIVE MEASURE APPEARS ON A BALLOT DURING AN ELECTION, BALLOT MEASURE WORK IS A LOBBYING, NOT ELECTORAL, ACTIVITY.**

# YOU CAN...

- **CONTINUE TO ADVOCATE FOR THE ORGANIZATION'S ISSUES DURING AN ELECTION YEAR**
- **EDUCATE ALL OF THE CANDIDATES ON PUBLIC INTEREST ISSUES WITHIN THE PURVIEW OF THE ORGANIZATION**
- **CRITICIZE SITTING ELECTED OFFICIALS, ESPECIALLY IF THE ORGANIZATION HAS A HISTORY OF DOING SO**
- **PUBLISH LEGISLATIVE SCORECARDS\***
- **CONDUCT NONPARTISAN PUBLIC EDUCATION AND TRAINING SESSIONS ABOUT PARTICIPATION IN THE POLITICAL PROCESS**
- **PREPARE CANDIDATE QUESTIONNAIRES AND CREATE VOTER GUIDES**
- **CONDUCT NONPARTISAN GET-OUT-THE-VOTE AND VOTER REGISTRATION DRIVES**
- **CANVASS THE PUBLIC ON ISSUES**
- **SPONSOR CANDIDATE DEBATES**
- **WORK WITH ALL POLITICAL PARTIES TO GET ITS POSITIONS INCLUDED ON THE PARTY'S PLATFORM**

# DON'T BE AFRAID

- **KNOW THE RULES AND USE THEM!**
- **LET YOUR SERVICES SUPPORT YOUR ADVOCACY.**
- **ASK FOR ASSISTANCE WHEN YOU ARE UNSURE.**
  
- **DOESN'T HAVE TO BE A LOT OF WORK, JUST LITTLE BITS OF WORK THAT HAPPEN OFTEN.**

# ADVOCACY IS YEAR-ROUND ACTIVITY

- **DON'T WAIT UNTIL THE LEGISLATIVE SESSION TO START TALKING TO LEGISLATORS AND OTHER POLICYMAKERS**
- **CULTIVATE RELATIONSHIPS THROUGHOUT THE YEAR**
- **INVITE LEGISLATORS TO YOUR EVENTS/GATHERINGS**
- **ENCOURAGE VOLUNTEERS TO RUN FOR OFFICE**
- **LEARN WHO IS RUNNING FOR OFFICE AND REACH OUT TO THEM ABOUT YOUR ORGANIZATION**
- **PAY ATTENTION TO THE MEDIA AND UNDERSTAND WHAT ISSUES YOUR LEGISLATORS ARE SPEAKING ABOUT**

# HOW DO YOU MEASURE SUCCESS?

- **DISCUSS EVALUATION EXPECTATIONS EARLY**
- **DEVELOP LONG-TERM AS WELL AS INCREMENTAL GOALS**
- **USE BENCHMARKS TO MEASURE OUTCOMES, PROGRESS, CAPACITY BUILDING**
- **USE BENCHMARKS OF SUCCESS THAT TARGET RELEVANT AUDIENCES**
- **TELL THE STORY**
- **MAKE USE OF AVAILABLE EVALUATION RESOURCES**
- **MAKE THE EVALUATION FIT THE NATURE OF THE ADVOCACY WORK CONDUCTED**



# HOW DO TRACK FOR TAX TIME?

- **WITH THE “H” ELECTION YOU’LL NEED TO REPORT YOUR EXPENDITURES UNDER THE DEFINITIONS OF DIRECT LOBBYING AND GRASSROOTS LOBBYING. KEEP TRACK OF THE FOLLOWING:**
  - **HOW MUCH YOU SPENT ON EMAIL TOOLS AND THE PERCENTAGE YOU USED THAT TOOL FOR GRASSROOTS OR DIRECT LOBBYING**
  - **HOW MANY STAFF HOURS WENT INTO PREPARING GRAPHICS, WRITING TESTIMONY, PREPARING MATERIALS THAT ARE USED IN EITHER DIRECT OR GRASSROOTS LOBBYING (OVER ESTIMATING IS OKAY AS LONG AS YOU ARE UNDER THE CAP).**
  - **MONEY SPENT ON PROVIDING FOOD AND BEVERAGE TO LEGISLATORS IF YOU WERE ADVOCATING FOR A PARTICULAR VOTE ON A PARTICULAR PIECE OF LEGISLATION AT THE TIME.**
  - **STAFF TIME SPENT AT THE CAPITOL, BUT ONLY THAT TIME THAT WAS DIRECTLY ATTRIBUTABLE TO EITHER DIRECT OR GRASSROOTS LOBBYING.**
  - **ALL OF THIS WILL BE ON A SPECIAL FORM ON YOUR 990.**

# VOTE YES! FOR NOLA KIDS CAMPAIGN

Here's what to look for  
on your **April 30th ballot:**

## **PW Early Childhood Education - 5 Mills - CC - 20 Yrs.**

Shall the City of New Orleans be authorized to enhance early childhood development and education in New Orleans through the levy of a special tax of 5 mills on all taxable property within Orleans Parish for a period of twenty years (January 1, 2023 through December 31, 2042), with all tax proceeds dedicated exclusively to programs and capital investments that provide childcare and educational opportunities for Orleans Parish children who have not yet entered kindergarten, and with an estimated collection during the initial year of \$21,274,959 if the foregoing special tax is levied in full?

Yes     No

 **Vote Yes!**  
to fund the future of NOLA

**EARLY VOTING:**  
**April 16-23**  
(Excluding Sunday, April 17)

**ELECTION DAY:**  
**April 30**



[PowerCoalition.org/Vote](https://PowerCoalition.org/Vote)



**We Did It!**  
The New Orleans  
Early Childhood  
Proposition passed on  
Saturday! **Thank you**  
for saying **YES** for  
NOLA Kids!

**YES**   
FOR NOLA KIDS

 **PowerCoalition.org**

# THE C4 SPACE



**Don't sit this election out.**  
**LOUISIANA'S BABIES ARE COUNTING ON YOU.**

**EARLY VOTING IS**  
**NOV. 3 – NOV. 11**  
(excluding Sunday 11/5,  
and Friday 11/10)

**ELECTION DAY**  
**IS SATURDAY,**  
**NOVEMBER 18**

PAID FOR BY ALLONS BABIES  
13609 Landmark Drive  
Baton Rouge, LA 70810

**BARBARA REICH**  
**FREIBERG**  
STATE REPRESENTATIVE



## BELINDA DAVIS

has consistently voted to support our state's youngest citizens so that they can get a quality education **FROM THE START.**



**BESE awards \$30 million to ready start networks to kickstart LA birth to age 3 and expand access to high-quality early care and education**  
(LA Dept of Education, LA Believes; April 28, 2021)

**BARBARA FREIBERG**  
**received an A GRADE**  
**on the Allons Babies**  
**LEGISLATIVE SCORECARD:**

BARBARA HAS DEMONSTRATED HER UNDERSTANDING OF EARLY CHILDHOOD POLICY AND CONSISTENTLY VOTED TO HELP OUR BABIES THRIVE. ✓

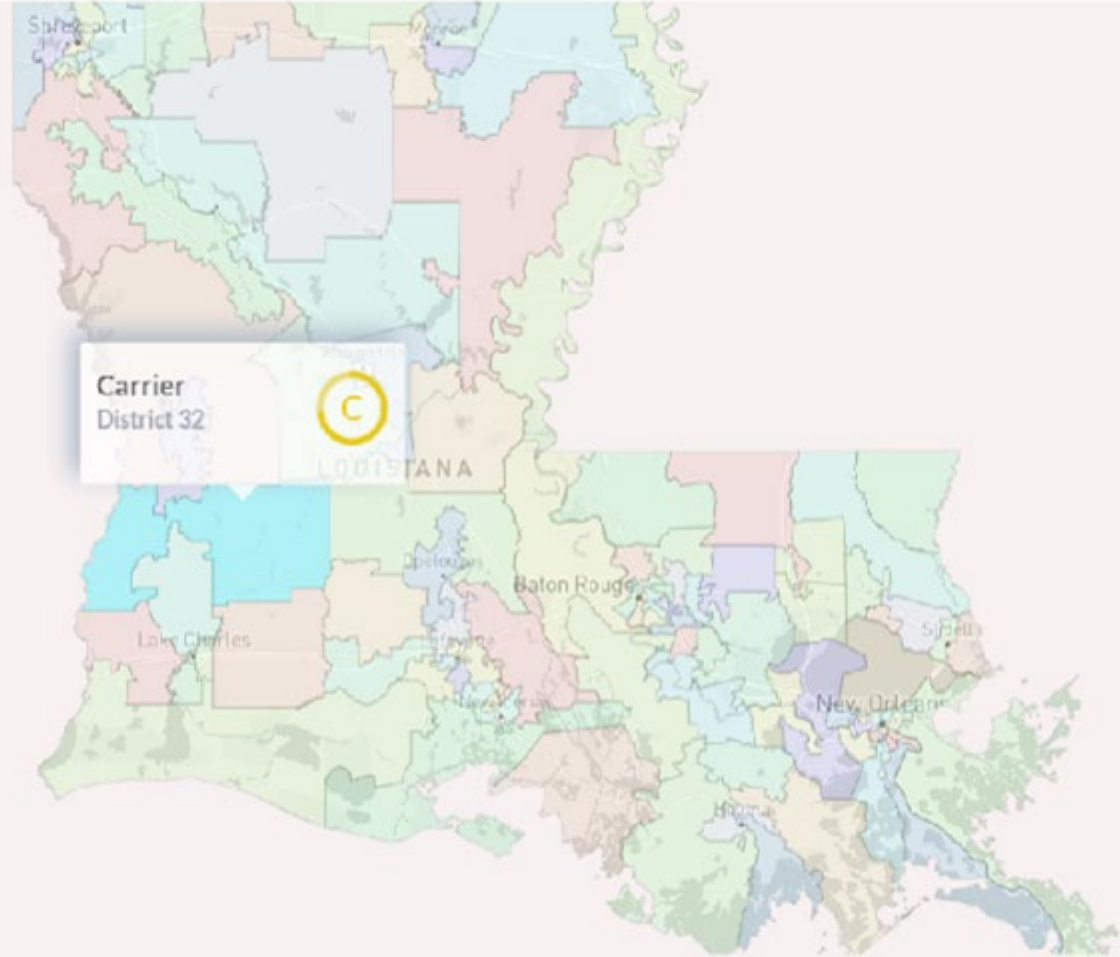
TO SEE DETAILS OF BARBARA'S VOTES,  
VISIT [WWW.ALLONSBABIES.COM](http://WWW.ALLONSBABIES.COM)



# THE C4 SPACE



**ALLONS BABIES**  
Legislative Scorecard.



[www.allonsbabies.com](http://www.allonsbabies.com)

# RESOURCES

<https://bolderadvocacy.org/resource-library/>

## Maximizing Your Advocacy

Eight Steps For Granting Unused Lobbying Capacity From a 501(c)(3) to an Affiliated 501(c)(4)

At Bolder Advocacy, we're always helping nonprofits navigate the complex world of law. That's why we're publishing a guide on how to maximize each other by leveraging each other's limited resources.

Federal tax law limits how much lobbying nonprofits can do. In some cases, limits, some of these organizations find the best way to maximize their impact is by leveraging their unused lobbying capacity to an affiliated 501(c)(4) organization.

PDF

**Relevant for:**

**Subject:**

Advocacy Capacity  
Funding Advocacy

**Organization Type:**

501(c)(3)




## Practical Guidance: What Nonprofits Need to Know About Lobbying in Louisiana

**GUIDE** | [Louisiana](#) | January 23, 2023

TOPICS

[Lobbying](#), [Lobbying Disclosure](#), [State Law Resources](#)

DOWNLOAD PDF 

# **SPEAKING TO LEGISLATORS**

**LEGISLATORS WORK FOR YOU.**



# FIND YOUR LEGISLATOR

[WWW.LEGIS.LA.GOV](http://WWW.LEGIS.LA.GOV)

[HTTPS://WWW.LEGIS.LA.GOV/LEGIS/FINDMYLEGISLATORS.ASPX](https://WWW.LEGIS.LA.GOV/LEGIS/FINDMYLEGISLATORS.ASPX)

**PAR HAS AN APP: APPLE/GOOGLE PLAY STORES  
SEARCH FOR PAR GUIDE**

# CONTACTING YOUR LEGISLATOR

**E-MAIL**

**PHONE**

**SOCIAL MEDIA**



# KNOW YOUR MEMBERS

- **Gather as much information as you can**
- **Work with partners to share information**
- **Put the information somewhere internal and possibly external where people can access it**
- **Use your supporters for access and opportunity**



Rep: District 27

## REPRESENTATIVE STAN MCCLAIN

### QUICK KEY

- Chair- Ways & Means Committee
- Occupation: State Certified Residential Contractor
- Florida Home Builders Association, current member
- Withlacoochee Regional Water Supply Authority, past member, Chairman, 2011

- Mention ALICE

### ABOUT MCCLAIN

- Born in Virginia
- Lives In Ocala
- 11 Children
- 17 Grandchildren
- Served 2016-2024
- Recreation Interest Golf, Fishing and Youth Sports

### LEGISLATIVE AIDE

- Tallahassee: Ryan Thomas
- District: Jennifer Treiber

### LOCATION

#### **Tallahassee Office**

418 The Capitol 402 South Monroe Street  
Tallahassee, FL 32399-1300  
(850) 717-5027

#### **District Office**

315 Southeast 25th Avenue Ocala, FL 34471-2689  
(352) 732-1313

### BILLS INTRODUCED

- **Sponsored**
  - CS/HB 925 (Direct-Support Organization)
  - CS/CS/HB 1069 (Education)
- **Co-Sponsored:**
  - CS/HB 7 (Pregnancy and Parenting Support)
  - CS/CS/HB 657 (Enforcement of School Zone Speed Limits)

### COMMITTEE ASSIGNMENTS

- Education & Employment Committee
- Choice & Innovation Subcommittee
- Rules Committee
- Local Administration, Federal Affairs & Special Districts Subcommittee



# USE TOOLS TO TALK ABOUT YOUR DISTRICT

## ALICE LEGISLATIVE DISTRICT TOOL

### Exploring Financial Hardship by District

While the Federal Poverty Level is the basis for many public programs, looking at poverty alone excludes the 36.3 million households in the U.S. who are **ALICE** (**A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed), earning above the poverty level but below the basic cost of living in their communities.

This interactive tool helps policymakers and community stakeholders better understand how many households are actually struggling in their district.

#### ► How to Use This Tool

Not sure where to look? [Find your district](#) by address or current location.

Select Partner State

Louisiana

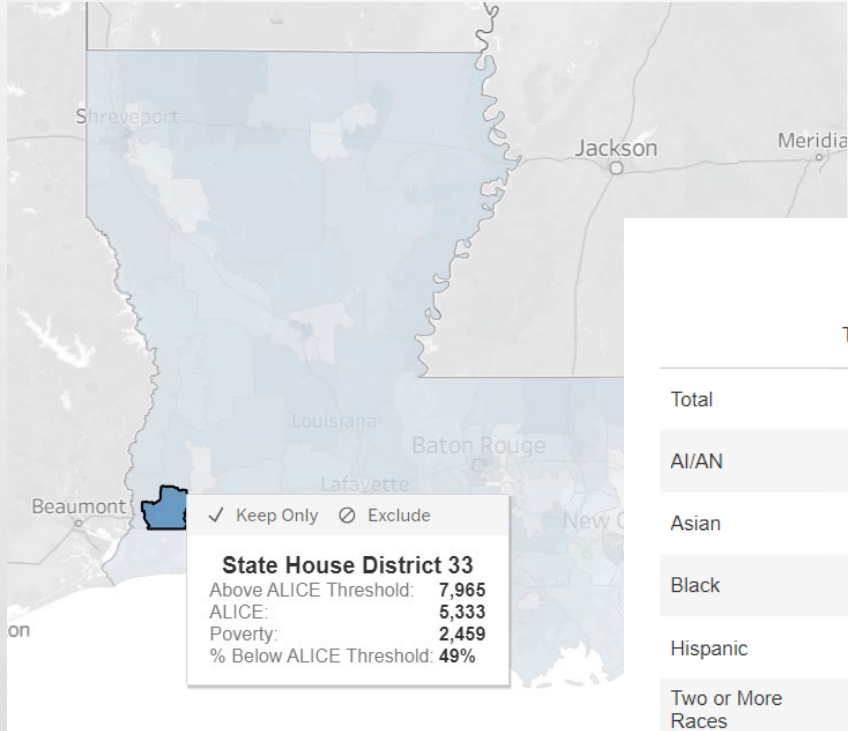
Legislative Districts (State or Federal)

State Legislative District (Lower Chamber)

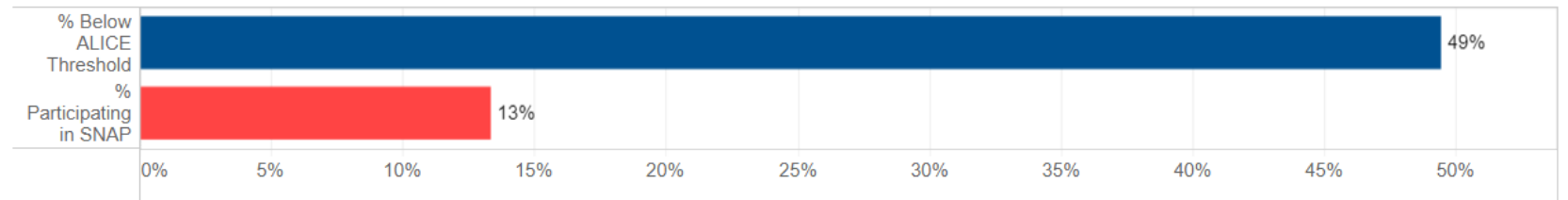
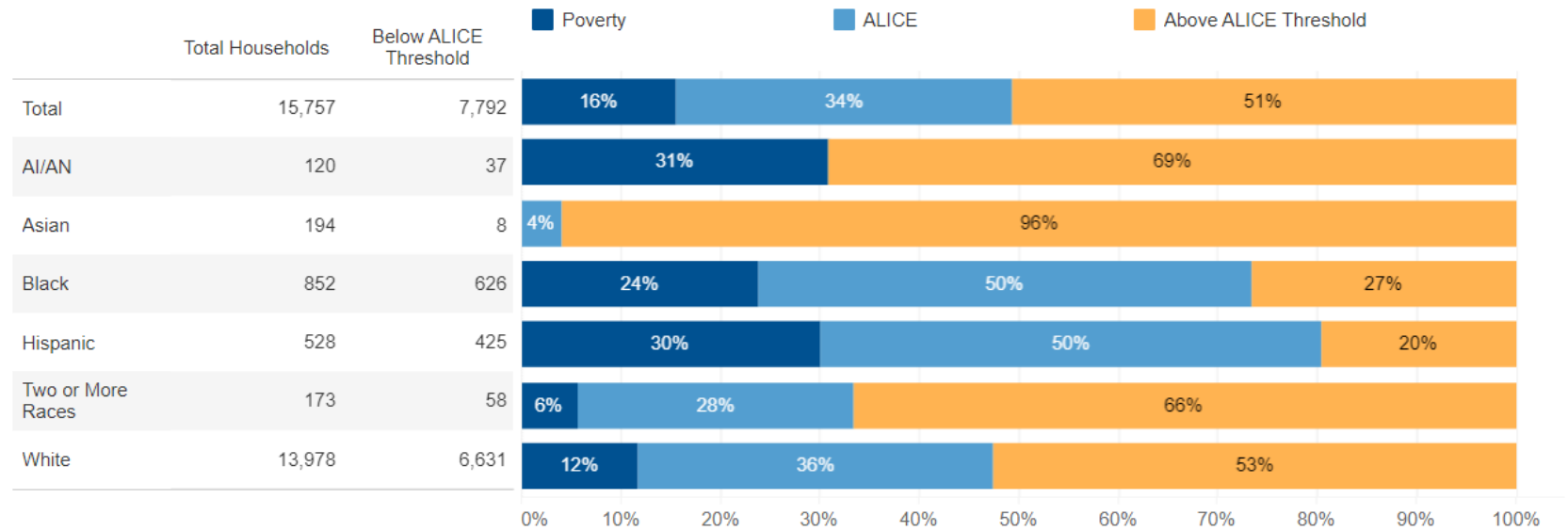
Select District

(All)

# USE TOOLS TO TALK ABOUT YOUR DISTRICT



State House District 33, Louisiana



# AT THE CAPITOL

**LOOK FOR LEGISLATORS IN COMMITTEES**

**SCHEDULE MEETINGS WITH THEM**

**SEND FLOOR NOTES TO TALK TO THEM**

# WHEN SPEAKING TO A LEGISLATOR

**MAKE SURE THEY KNOW YOU LIVE IN THEIR  
DISTRICT**

**BE BRIEF AND TO THE POINT**

**THANK THEM FOR THEIR TIME**

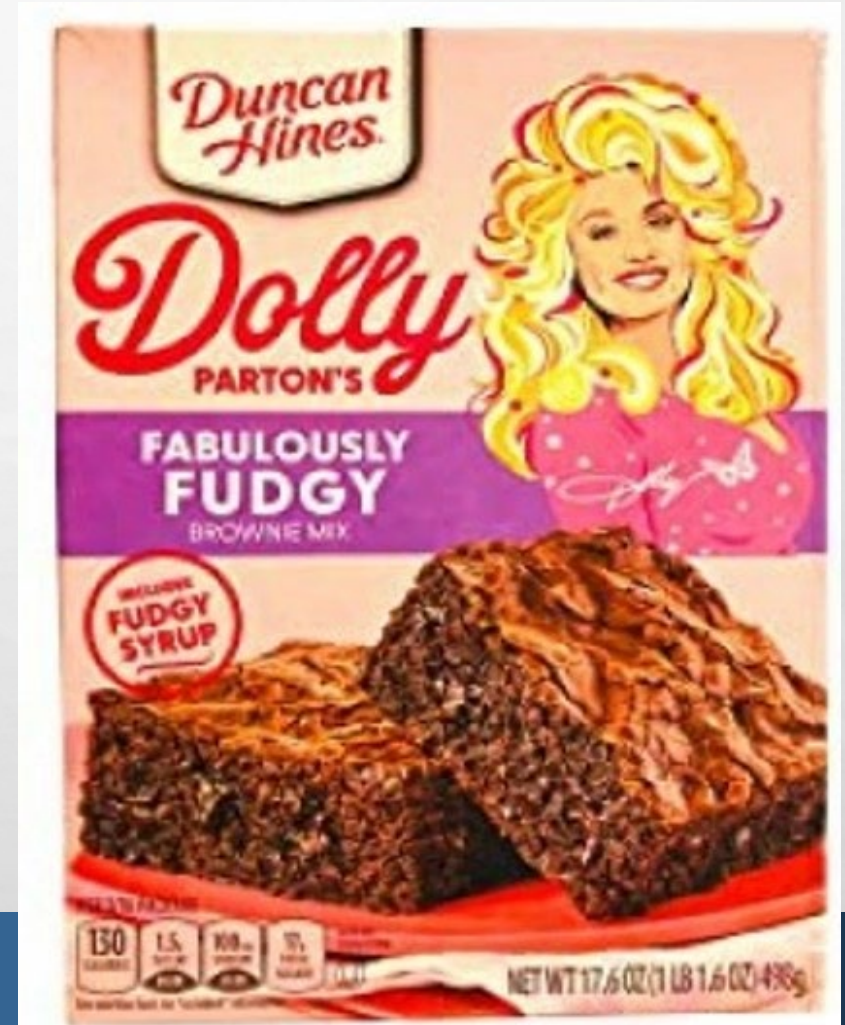
# TELLING YOUR STORY

**KEEP IT SIMPLE BUT POWERFUL.**



# WHAT'S YOUR BROWNIE?

- **Take a moment to turn to your neighbor or group up and talk through what your brownie is.**
- **Try to get your brownie into six words or less**
- **What makes your brownies “fabulously fudgy”?**



# CAPITALIZE ON WHERE PEOPLE ARE





# HANDOUTS

- **KEEP THE INGREDIENTS & BAKING INSTRUCTIONS ON THE BACK**
- **USE PICTURES!**
- **SIMPLY TALK ABOUT YOUR BROWNIE**

# VIDEOS

- **GEO-FENCING ADS (GOOGLE)**
- **FACEBOOK ADS**
- **FACEBOOK REELS**
- **TIK-TOK**

# PHONE A FRIEND

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