

## Session 1: Introduction to Advocacy

### Online Course

#### General Information

##### Description

Everyone has the tools to be an advocate. Nonprofit and individual involvement with policy development is essential for representing our communities. This session will provide a dynamic overview of the role, opportunities, and limitations of nonprofits in advocacy and current issues impacting nonprofits.

Additionally, learn about Junior League of San Diego's (JLSD) impactful advocacy history in the San Diego community – ranging from domestic violence to transitional age foster youth.

Use the skills from this session to strengthen your advocacy abilities in all facets of your life – including your career, community and nonprofit work!

##### Learning Outcome(s)

- Define what advocacy is for the nonprofit and individual.
- Understand the role of individual and/or nonprofit advocacy.

#### Session Materials

##### Supplementary Reading

- [\*The Lobbying Strategy Handbook: 10 Steps to Advancing Any Causes Effectively\*](#)  
Authored by Pat Libby
- [\*The Nonprofit Lobbying Guide\*](#) Authored by Bob Smucker

## Session 2: State & Federal Government

### January 18, 2017

#### General Information

##### Description

It is daunting to imagine how to drive change at the highest-level of government. This session will provide an overview of the scope of work covered by both the state and federal government and how to effectively work with officials and their staff.

The session will feature important basics including how a bill becomes a law as well as the difference between work completed in the Capitol and District Offices.

An understanding of how to work with state and federal government officials will be demonstrated by providing examples of how JLSD was able to partner with officials to

advocate for various focus areas (i.e. transitional age foster youth, vaccination, human trafficking, etc.).

### Learning Outcome(s)

- Demonstrate the process for how a bill becomes a law.
- Describe the difference between work done at the federal, state and local levels.
- Understand how to partner with state and federal government officials to advocate.

### Session Materials

#### Supplementary Reading

- [The Legislative Process, A Citizens Guide to Participation](#) Authored by the California Senate
- [How Our Laws Are Made](#) Authored by John Sullivan

## Session 3: Advocacy in Action

February 22, 2017

### Description

There is a difference between knowing and doing. This session focuses on how to put what you have already learned into action.

Learn how your nonprofit role supports advocacy efforts. Again, we will use JLSD examples to demonstrate how different roles, such as fundraising, have a direct impact on advocacy.

The session will end with an action learning project. Participants will be broken up into teams to take the skills they have learned and put together a grassroots plan for a provided community issue.

*\*\*If institute participants have a specific community issue they would like to work through, please share with moderator prior to session start. Otherwise, we will use provided examples. \*\**

### Learning Outcome(s)

- Illustrate how individual nonprofit work directly relates to organization advocacy efforts.
- Create a framework to develop a grassroots campaign.

### Session Materials

#### Supplementary Reading

- [The One Hour Activist: The 15 Most Powerful Actions You Can Take to Fight for the Issues and Candidates You Care About](#) Authored by Christopher Krush

## Session 4: City & County Government

April 19, 2017

### General Information

#### Description

San Diego is known as “America’s Finest City.” Though many of us agree with this sentiment, residents need to continue to commit to improvements big and small.

Since San Diego is also the biggest “little city” the opportunity will be provided to mix and mingle with local officials and their staff. Dinner and drinks will be followed by a fireside chat that will include the scope of work covered by city and county government, how to advocate at the local level and what opportunities for partnership are needed today.

#### Learning Outcome(s)

- Develop a network with local nonprofit leaders and city officials.
- Describe the difference between work done at the federal, state and local levels.
- Understand how to partner with local government officials to advocate.

### Session Materials

#### Supplementary Reading

- [\*The Everything American Government Book: From the Constitution to Present-Day Elections, All you Need to Understand Our Democratic System\* \(Chapter 21\)](#) Authored by Nick Ragone

## Session 5: Appointments to Boards and Commissions

May 10, 2017

### General Information

#### Description

Hear first-hand what it is like to sit on a local or state level board.

Knowledgeable trainers will discuss from a high-level the steps you need to take to be considered for a board and/or commission appointment, including the required time commitment.

The session will explore how women supporting women will help us all realize our leadership potential.

### **Learning Outcome(s)**

- Illustrate the process for appointments to boards and commissions.
- Understand the responsibilities of sitting on a board and/or commission.

### **Session Materials**

#### **Supplementary Reading**

- To be provided by CA Women Lead.