Advocacy vs Lobbying*

IPS Toolkit: Policy & Systems Change



YOU CAN...

- Talk to any elected officials, representatives, etc. or any level of government, formally or informally, at any time and on the clock.
- Speak about the specific effects about a specific policy or law (current or future) in your community.
- Speak in front of City Council or another official body as long as you do not topple into the Lobbying criteria on the right.
- Respond with your professional opinion and recommendation on a specific piece of legislation, if requested in writing by an elected official City or State (email counts).
- Say whatever you like if it is part of an administrative or rulemaking process (Planning Commissions licensing, state agency rulemaking, etc.)

ADVOCACY & Education

DATA &

INFORMATION

General ISSUE and/or

HOW TO ADDRESS IT

EXAMPLE

"Our coalition has grave concerns

about the legalization of marijuana."

VS

LOBBYING

port/opp

Specific LEGISLATION that has a name (AB226) or has been agendized (halloted

Specific ACTION vote for/ against

EXAMPLE

"State Senator: We urge you to oppose AB226 to protect our youth."



*The information provided here does not, and is not intended to, constitute legal advice; instead, all information is for general informational purposes only.

YOU CAN...

- Train and invoke youth to speak about specific action positions.
- Have coalition volunteers or Board
 Members step in at the end of a policy campaign to push more directly.
- Partner with another organization, coalition, or faith-based group that CAN lobby.
- Clearly point out that you are off duty (but still mention your professional role, etc.) and then state your call for action on something specific.
- Invite community members and/or partners to a meeting with elected officials or urge them to take the action that goes beyond Advocacy.
- Say whatever you like if it is part of an administrative or rulemaking

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IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.