



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

Marcia Avner, Josh Wise, Jeff Narabrook, Jeannie Fox

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The Lobbying and Advocacy Handbook for Nonprofit Organizations, Second Edition, 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.

In addition to updated worksheets, case studies, and resources, new material in the second edition includes nonprofit civic engagement and voter mobilization; designing the Policy Committee that works for your nonprofit; utilizing social media in your communications strategies; administrative advocacy: working with governmental agencies; and understanding the why, what and how of collaboration.

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