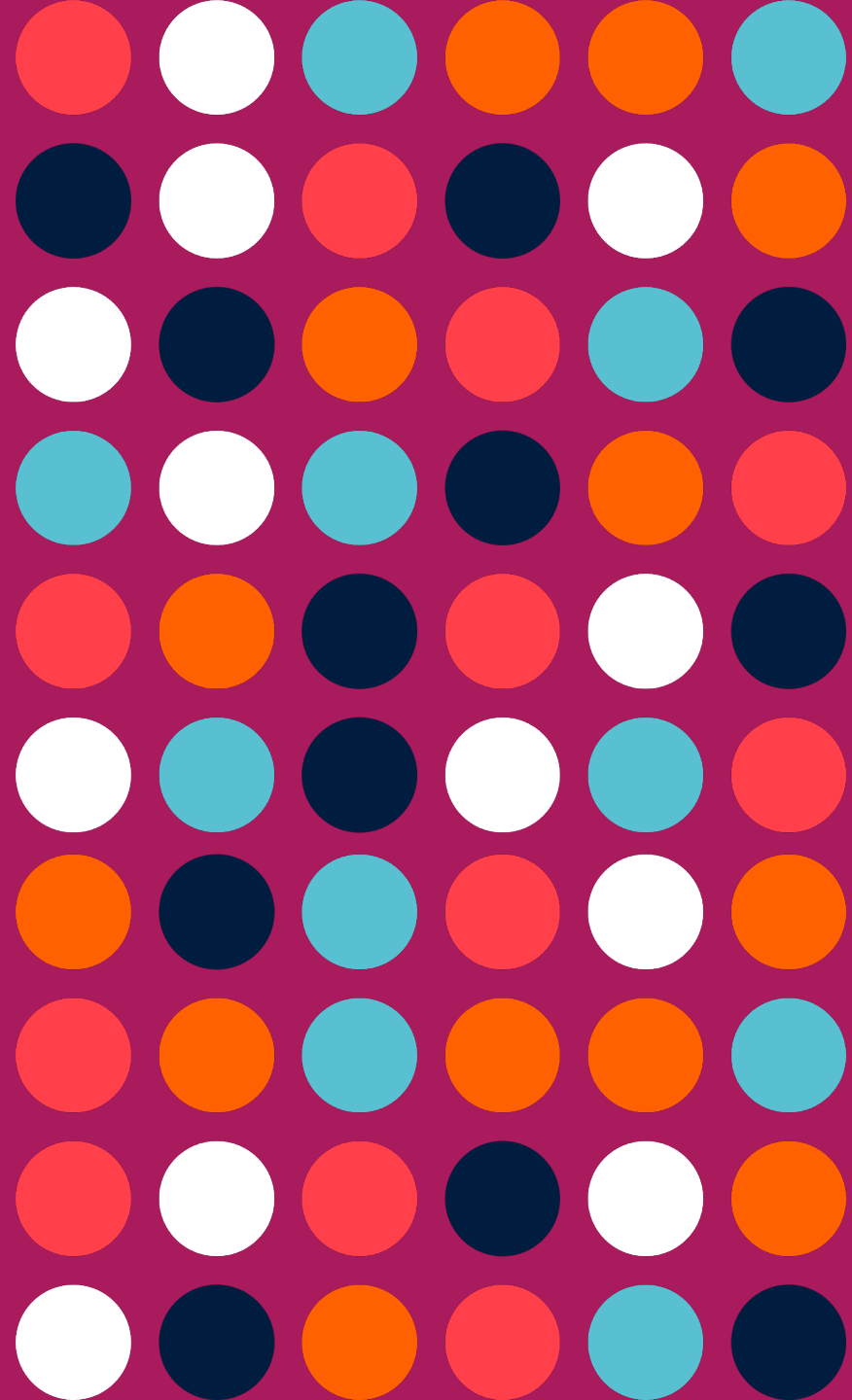


Advancing a 21st-Century Child & Family Well-Being System Through Strategic & Courageous Advocacy

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Senior Director of Government Affairs



Activating the Power of Our Communities



- Our communities hold profound, specialized expertise
- As community leaders, we hold an unparalleled understanding of our unique strengths and the underlying roots of the challenges we face
- Collectively, our sector holds the power to lead upstream prevention initiatives, invest in family support, and strengthen protective factors
- *Through our collective wisdom, we are able to develop responsive, sustainable policies that center families at their core, ensuring communities hold the resources needed to thrive*

Our Voice is Our Power



- Data is essential to driving effective policies, but leaves critical gaps when used in isolation
- Successful policy development and advocacy require the voices of our community members
- *The stories we share hold the power to shift federal outcomes by transforming representatives' understanding of the issues our communities face, the consequences of failing to act, and the steps needed for positive change*

The Value of Story-Telling

- **Stories are how we build connection**
- Often, the issues we specialize in are unfamiliar to key decision makers
 - *Lived experience can help bridge the gap*
- Stories offer tangible examples, contextualizing the challenges families face

Developing Your Narrative



Your Narrative

- Hesitant to share your story and lived experience

Taking Your Narrative Back

- Your story is the most powerful tool any advocate has at their disposal

Developing Your Narrative, Ctd.



Your Narrative

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- Comfortable sharing but not comfortable asking

Taking Your Narrative Back

- Your story is the most powerful tool any advocate has at their disposal
- Keep your story short & your ask specific

Developing Your Narrative, Ctd.



Your Narrative

- Hesitant to share your story and lived experience
- Comfortable sharing but not comfortable asking
- Comfortable asking but not scared to follow up

Taking Your Narrative Back

- Your story is the most powerful tool any advocate has at their disposal
- Keep your story short & your ask specific
- Reflect, Think, Ask

Preparing for Issue-Based Advocacy



- When sharing your experience and engaging in advocacy, consider the following questions,
 - What brought you to this moment?
 - *Why this advocacy initiative? Why now?*
 - What are the challenges and barriers you are facing?
 - What are your triumphs?
 - What is one takeaway you hope others absorb after hearing your story?

Translating Stories to Action



[Value] + [Problem] + [Solution] + [Call to Action]

Every family deserves to know their children are safe and cared for while they work. However, too many lack access to child care. Through key investments in community programs, we can fix that. Congress must increase funding for CCDBG.

A Note on Language

- Language is one of our greatest assets
- The stories we share have the potential to offer hope and inspire change
- As we frame our issue, consider pathways to build emotional resonance
- Offer context to illuminate the issue's gravity and significance
- Be tangible and specific in encouraging engagement and action
- Be timely while considering strategies to build positive pressure

Essential Advocacy Strategies

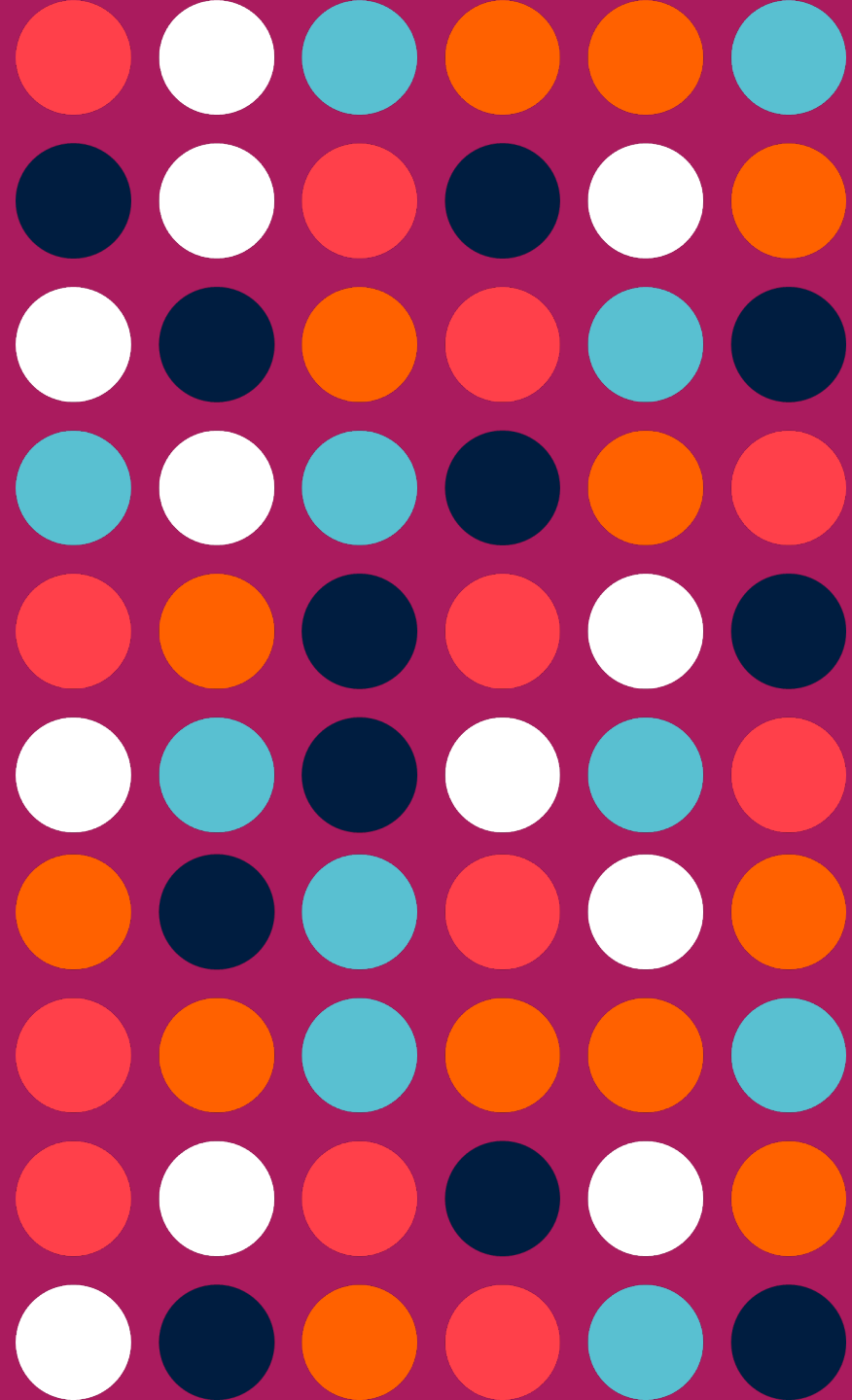


- Alongside federal Congressional leaders, consider opportunities to partner with local leaders
 - *Consider zoning laws in your town to increase access to child care and nutrition*
- Collaborate with federal partners to introduce child maltreatment prevention programming
- Additionally, consider a multi-faceted approach
 - Attend town halls and listening sessions through joint campaigns
 - Coordinate site visits

Final Reflections

- Be bold and purposeful in your advocacy
- Remain issue-focused and value-driven
- Utilize coalitions to leverage your shared strength, aligning your message and strategy
- Allow your approach to grow alongside the needs of families

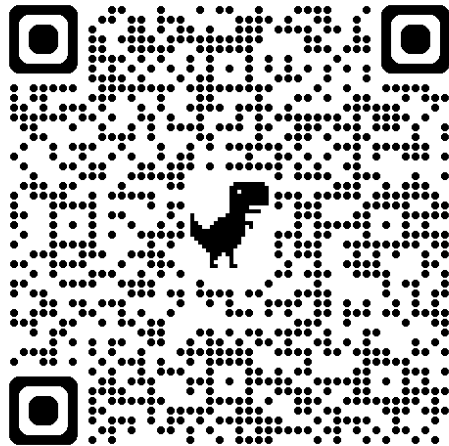
Further Advocacy Resources



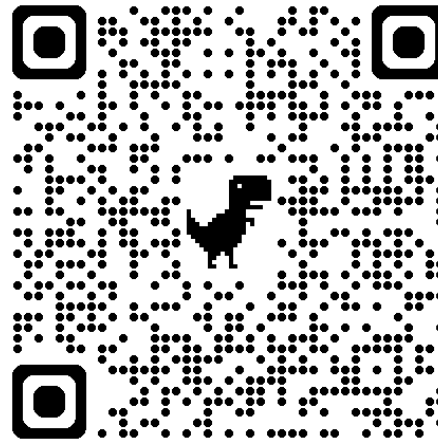
Social Current Advocacy Resources



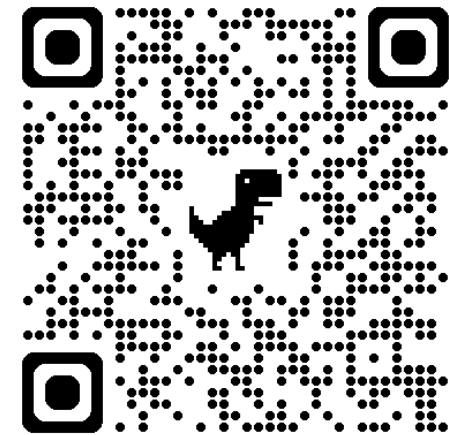
Policy Brief: The Growing Harm of the Government Shutdown



Social Current's Executive Order Tracker



Subscribe to Social Current's Newsletters



Social Current's Grassroots Network

A Rapid Response Team

- Join a unified network ready to act on urgent policy and legislative issues.
- Respond collectively to challenges, driving timely, impactful solutions.

Grow Your Advocacy Skills

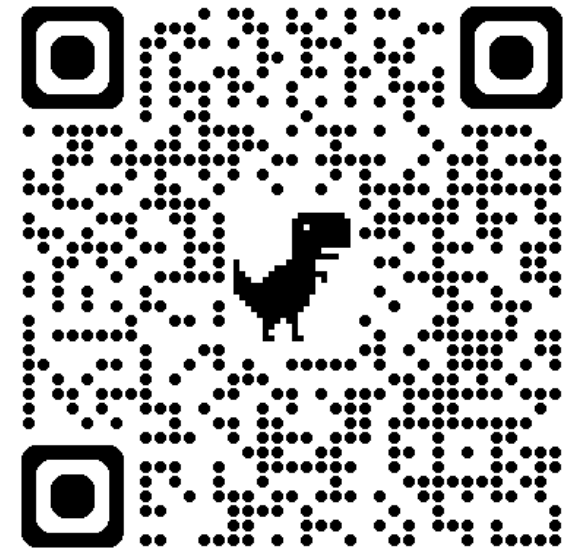
- Enhance your ability to engage with policymakers and advocate effectively.
- Participate in workshops and training to sharpen your strategies and tools.

Connect with Like-Minded Advocates

- Collaborate with passionate leaders and organizations with shared missions and values.
- Exchange ideas, share solutions, and build lasting relationships across the sector.

Amplify the Work of Your Organization

- Highlight your organization's contributions and impact on a national stage.
- Inspire others with stories of success while aligning with a broader movement.



Upcoming Webinars



[Delivering Impactful Advocacy Initiatives within Congress](#)

Nov. 13 at 1:00 pm - 2:00 pm EDT



[November Grassroots Convening: Framing Messages That Break Through](#)

Nov. 18 at 1:00 pm - 2:00 pm EDT



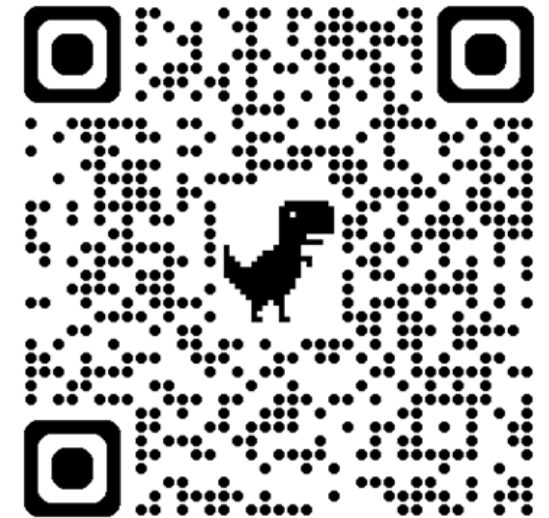
[December Grassroots Convening: Strategies for Community-Wide Advocacy](#)

Dec. 9 at 1 to 2 pm EDT



[State & Local Policy Engagement](#)

Dec. 11 at 1 to 2 pm EDT



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