



Advocacy Series 2024

Series Overview

Nonprofit organizations can and should be engaged in advocacy work that will advance their mission. But making sure you understand what you can legally do and creating a plan for your advocacy work can be overwhelming, if it's not currently a part of your organization's activities!

Florida Nonprofit Alliance is here to help. Over the course of two months, advocacy experts will lead you through how to set advocacy goals from allowable activities, how to engage your Board and staff leadership in advocacy, how to measure your success, and the best ways to identify and work in coalitions to maximize your efforts.

The workshops are interactive and allow time for discussion and planning.

Who Should Attend

This series is ideal for nonprofit leaders, both staff and Board, who want to kickstart their advocacy work. You can register for each of the workshops individually, but we recommend participating in all four. This will give you a clear starting point for planning your advocacy work and allow you to meet other nonprofit leaders who are doing the same – the cohort-like experience is an added bonus!

Investment

To participate in the sessions, your investment will be:

	FNA Members	Non-members
Cost per session	\$20	\$40
Cost for 4-session series (a 25% discount)	\$60	\$120

If you have any questions about the series or individual sessions, please contact [Leah McDermott](#).

About FNA

Florida Nonprofit Alliance is the statewide association for nonprofits in Florida, focused on research, collaboration and advocacy. FNA's mission is to serve as the state's collective voice, respected advocate, effective connector, and powerful mobilizer for the nonprofit sector. For more information on membership, please [click here](#).

Series Workshops

Session 1: Advocacy 101

Tuesday, July 25, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

This workshop is an overview of ethical and legal advocacy and lobbying for nonprofits, including why it's important, implications for your organization to consider, and how to do both effectively. The interactive training includes:

- Definitions and clarifications about advocacy, lobbying, and the difference between the two
- The value of advocacy
- How to legally advocate and lobby for your organization, your mission, and your community
- Steps to prepare for advocacy work
- A focus on different target audiences, including elected officials and the media
- Practical tips on how to effectively advocate and lobby

Session 2: Setting a Policy Agenda

Tuesday, August 20, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

This workshop teaches you how to develop a policy agenda that identifies the legislative and advocacy priorities for your organization, clarifies the actions you will (and won't!) take, and reassures decision makers and stakeholders that your advocacy work will be legal, ethical, and effective.

Session 3: Working in Coalitions

Tuesday, September 10, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

One of the easiest and most successful ways to do advocacy work as a nonprofit organization is through coalitions. This workshop walks you through how to identify a coalition with goals similar to yours (or what to know to start your own!), what to expect when working with coalitions, and how to maximize your coalition success.

Session 4: Measuring the Success of Your Advocacy Work

Tuesday, September 24, 2-3:30PM ET

Cost: \$20 for FNA members; \$40 for non-members (discount available for participating in the series)

[Click here to register.](#)

Advocacy means lots of different things - building relationships, sharing your successes with decision makers, protecting your organization, and much more. But how do you know if you are doing it well? How do you measure how effective your efforts are? Learn how to set your goals, measure to those goals, and adapt them over time.